

Market Research & Consulting

Business Plan

Market Research

Digital Advisory Services

About Us

- Founded in 2007 with a vision to be a leading global Market Research and Advisory Services firm.
- Expanding client base across the globe: UK, USA, Middle East, and Australia.
- Delivered 6,000+ projects across various industries and countries in 12 years.

Services

- Business Plan
- Market Research Reports
- Digital Advisory Services
- Technology Research Reports
- Data Analysis
- Focus Group Interview
- In-depth Interviews



Business Plan

How We Do It?

- Discussion with Client
- Preparing Synopsis
- Finalize Business Model
- Agree on Business and Revenue Model
- Market Analysis and Competitor Analysis
- Financial Plan – 3- 5 years
- Operations, Regulatory and Promotional Plan
- Final Report

Case Study: Business Plan –Real Estate Project (2019)

The backdrop: The proposed project was to set up high end luxury villas and Havelis for HNIs in an upcoming area. The client wants a complete business plan with detailed project report to enter into the industry with certain unique features and distinct model.

The challenges: The client does not have any type of blue prints or construction plan to start with for the business plan. The client wants us to design a proper floor plan with proper optimization of the land for Villas, Havelis, Hotels, shopping complex etc. Detailed project plan was prepared which worked as an outline to pitch for funding. The report included market overview, competitor analysis, 10 year financial with detailed cash flow along with operational strategies

Methodologies: DART Analysts have performed detailed study of the land in order to utilize them as per client's need, and prepared a basic plan with number of Villas, Havelis, Shopping complex, Hotels, Parks etc.

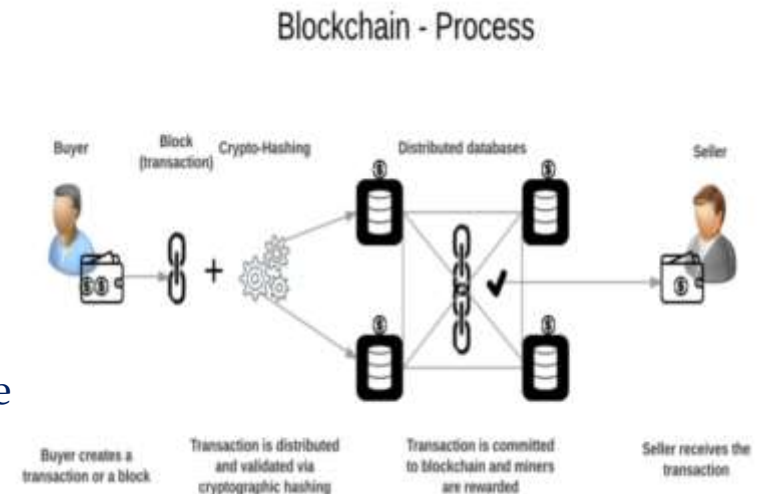


Case Study: Business Plan –Block Chain Technology (2018)

The backdrop: An IT solution provider likes to offer blockchain based products and solutions in various domains for enterprises. They want to know how likely are the clients adapt to the technology and the feasibility of their business in near future. It is where DART came into the res to analyze the market and prepare a business pl with financial projections to make quick and sol decisions on the project.

The final product:

- Overview of the block chain technology market, the key trends and vital facts about the technology in different verticals
- Financial analysis of the project, regulatory issues, TOWS and risk factor analyses of the industry
- Analysis of the top 7 existing competing firms, which included an analysis of the background of promoters, services and product offerings, business model, promotional methods, publishing partners, VC partners, investments, and size of the company.



Case Study: Laundry (2017)

The backdrop: 3H Hospitality Solutions Pvt Ltd wanted to set up both industrial and home laundry based out of Mumbai. The client has identified a few of the market pains in advance while arriving with a new business model.

End Product: DART Analysts have performed detailed study of the industry. The competitor analysis was in depth to bring out the deficiencies of current services to define a highly competitive business model. Once the business model was agreed upon, our team studied market opportunities, sourced pricing of machinery including the option to source from other countries. Five year financials was also prepared with the pay-out on account of loan components and resultant RoI



Case Study: Business Plan – Taxi Hailing App (2013)

As our lifestyles evolve, so do the technologies that surround our lifestyles. It is not just physical products that have undergone several rounds of technological manifestations; consumer services too have witnessed significant modifications. Traditional forms of service offerings have spawned into user-friendly solutions with a digital angle that can be easily accessed from home or office. One such instance is the manual taxi hailing service. The client from New York approached DART in 2013 when the concept was in its nascent stage



Outcome: DART quickly deployed its available resources toward the project to devise an overall strategy. The task was split up into relevant micro-projects that were compiled together by the project lead into a final format that maintained logical flow and met the overall project objectives. The topics included global digital application and taxi market overview, competitive benchmarking, pockets of opportunities, SWOT analysis, target market identification, and financial break-even point analysis. DART brought together a team with members that had specific skill sets to accomplish the entire project as per client's pre-defined guidelines and expectations. The client secured funding soon the report completed.

Case Study: Business Plan – Education Technology (2011)

The backdrop: As more and more educational institutes are adopting technology, technology in education ventures were an attractive sector for VC funding in 2010. One such enterprising company contracted DART to analyse the market before moving ahead with the business plan.

The final product:

- An overview of the education technology market, the key trends and vital facts about education technology and teacher training, the myths in the education industry about how effective technology is at improving teacher training, regulatory policies, and the risks associated with the industry.
- An analysis of the top 10 existing competing firms, which included an analysis of the background of promoters, services and product offerings, business model, promotional methods, publishing partners, VC partners, investments, and size of the company.



Case Study: Business Plan – Fund Raising for Celebrity Events (2010)

The backdrop: A management consultant in the Pacific Islands wanted to raise funds in the form of private equity investments for a client. The client needed to raise funds for his business of organizing entertainment events throughout the UK and the USA. The management consultant approached DART to prepare a Business Plan.

The challenges: The initial information given for the project was vague, but the client was open to discuss the project in details with DART Analysts. The real challenge was that the business model was unique and there was no similar model available in the market.

Methodologies: DART Analysts have performed detailed study of business models of related business houses, and performed an in-depth research on the global entertainment industry, with a specific focus on global concerts and events held in 2012 in USA & UK.



Case Study: Business Plan – Fund Raising for Celebrity Events (2010)

The final product: The business plan highlights –

- The profiles of the leading artists of 2012 - Madonna, Bruce Springsteen, Roger Waters, Coldplay, Lady Gaga, Kenny Chesney, Tim McGraw, Metallica-James Hetfield and Elton John.
- Upcoming concerts in 2013, top 25 tours of 2012, the expected revenues of the musical industry during 2013–14, average ticket prices of concerts, ticket sale statistics, world tours of 2012 etc.
- Regulatory issues regarding fund-raising in the US and UK markets, a market news analysis section, a TOWS analysis section and a risk analysis section.
- The goals, strategies, business model, revenue and pricing model, promotional strategies, target customer segment, venture setup, financial projections, management and organization structure etc. of the client company.

The outcome: This report was used to successfully raise funds from VC companies thereafter.

Market Research

What it includes

To analyze the market for the products and services offered by the client, in order to devise strategies to meet the market competition.

- ✓ Current market size, growth dynamics & future projections
- ✓ Industry segmentation
- ✓ Analysis of trends, drivers, risks and outlook
- ✓ Review of regulatory environment
- ✓ SWOT/PEST analysis
- ✓ Competitive analysis



Case Study: Market Research – Set up a Mall or Not?

The backdrop: Promoter of a mall wanted to open a mall cum cinema hall in a small city in India. He was faced with a dilemma if the same would be profitable or not in a small city. Hence he wanted DART to prepare a market research report that would analysis the feasibility and viability of the city and the idea of mall development in that city.



Methodologies: DART brought together a team with specific skill sets to accomplish the objectives as per client's pre-defined guidelines and expectations. At first, an overall strategy was devised, which was interlaced with specific time-bound milestones that each team-member need to achieve. In this way, the project was split up into specific tasks. The Project Lead was assigned the task of compiling the report into a final format that maintained logical flow and met the overall project objectives.

Case Study: Market Research – South Asia's Wealthy Diaspora

The backdrop: The client, a market intelligence firm, wanted DART to prepare a market research report and analyse the wealthy of Non Resident South Asians.

This client wanted to focus on the non-resident South Asians from India, Pakistan, Bangladesh and Sri Lanka who have migrated to the Middle-East, to Europe, to America, and to elsewhere in Asia, in search for better work opportunities.

The challenges: DART Analysts had to prepare the report by focusing on facts and figures. The volume of data to be found out was huge, and had to be the latest data, which was the primary challenge.



Case Study: Market Research – South Asia's Wealthy Diaspora

The final product: The market research report provides an analysis of –

- Latest data on wealth accumulated by NRSAAs and in what forms
- NRSA wealth management market
- A list of NRSA billionaires in the world
- The remittances to South Asia by NRSAAs
- Heads of investments made by the NRSAAs, with a focus on NRIs
- The most preferred investment locations of NRIs
- Reasons that led to the migration of people from these countries
- The RBI norms that govern the investments made by NRIs
- Government efforts to attract NRIs
- NRI support to entrepreneurship
- Growth drivers of NRI wealth
- Impact of the 2008 financial crisis
- Strategies for market penetration

Case Study: Technology Research –Medical Polymers

The backdrop: A consulting firm wanted to summarize the latest developments in the medical polymers market. They approached DART to prepare a technology research report.



The final product: The technology research report highlights –

- An analysis of the key technical aspects of medical polymers, the key technical trends that are likely to be adopted by the industry, the relevant R&D efforts, and the choice of raw materials. Market segmentation on basis of geography and type of polymer materials carried out.
- The regulatory guidelines framed by FDA and EC; and the regulatory regime adopted in various geographic regions, such as US, European Union, China, Japan and India.
- The commercial feasibility of certain types of medical polymers in terms of their performance and cost structure as compared to already existing materials used in the medical industry. A comprehensive revenue forecast analysis.

Primary Market Research

To gather Information through self-conducted quantitative research methods and answer questions that are specific to clients' requirements. The raw data are further analyzed to make conclusion.



What It Includes:

- ✓ Conducting Survey
- ✓ Raw Data Collection & Formatting
- ✓ Correlation Analysis
- ✓ Key Driver Analysis
- ✓ Detailed report with Recommendation and Conclusion

Case Study: Car Owners Satisfaction Survey, India

The backdrop: The client, a leading car manufacturer needs to conduct primary survey to find how satisfied are the customers with its products. They approached DART to conduct the survey in seven states across India.

Client's requirement: The assignment involved conducting country wide survey of over 125 samples each of the seven states (Karnataka, Maharashtra, Andhra Pradesh, Tamil Nadu, Rajasthan, Bihar, Gujarat) in order to find the customer satisfaction and its factors to help improve its products and services.

Approach: DART conducted state wise survey on major cities with set of questionnaires through face-face survey, telephonic questionnaires, online surveys and collect the raw data to measure and analyze the metrics influencing the customers satisfaction.

Result: The final results helped the client to further make decision to move forward in improving its product and services. The client's objectives were met along with validation of database to ensure the completed task was accurate and consistent.

Case Study: Satisfaction Survey for ABS system, India

The backdrop: An India based Anti-lock Braking system manufacturer likes to know the performance of its products and customer satisfaction who approached DART to conduct primary research across India.

Client's requirement: The Client likes to know how much satisfied are its customer and what are the major key drivers for customer satisfaction. Initially the client wants to conduct the survey mainly in South India, Maharashtra, Madhya Pradesh, West Bengal, Delhi, Haryana, Gujarat with 150 samples each.

Approach: DART approached car manufacturers and authorized service dealers to find the repair and service pattern for ABS system and how likely they are going to continue using the same products through face to face interviews, personal questionnaire survey, telephonic survey and email communications.

Result: The final report included the key drivers influencing the customer satisfactions and recommendations that help client to improve its products.

Data Analysis

To analyze huge amounts of data to sift out the relevant information from it. The captured data is then converted into information and knowledge.

What it includes :

- ✓ Usage of various analytics software
- ✓ Deep data mining
- ✓ Data analysis
- ✓ Online research



Case Study: Data Analysis

The backdrop: The data repository provided by the client was about five years long, and was accumulated on a daily basis. The client wanted DART to analyze the data and arrive at the key trends, insights and indicators that will help the client in forecasting farm supplies better and result in better informed decision making in the organization.

The client required the following trend analysis from the data:

- Yield (No. of nuts per month) of the farm and location trend.
- Harvesting frequency change.
- Button nut shedding – The reduction in the number of nuts in case of the farms where harvesting has not happened.
- Impact of the nut position on productivity for the subsequent years.
- Impact of rainfall on productivity.



Case Study: Data Analysis

Methodologies:

DART Analysts surveyed the selected farms on daily basis. The number of farms surveyed per month was 120.

First, cluster analysis is done to identify homogenous clusters in the data. This eliminates the inputs which are out of range. The purpose of cluster analysis was to discover a system of organizing observations into groups where members of the groups share properties in common.

Then, in order to forecast the farm supplies, dependent and independent variables are identified. It is found that “Expected Nuts in Next Plucking’ is the dependent variable.

Case Study: Data Analysis

The independent variables are as follows:

Independent Variable	Description
No. of trees	Each farm has a fixed number of trees.
Number of Nuts Harvested	Plucking of nuts (harvesting) happens once in two months. It is the total number of nuts harvested for each farm.
Rainfall data	Rainfall measurements.
Last Plucking Month	Month when the nuts were last plucked.
Last Plucking Year	Year when the nuts were last plucked.
Next Plucking Month	Month when the nuts are expected to be plucked next.
Next Plucking Year	Year when the nuts are expected to be plucked next.

Case Study: Data Analysis

The independent variables are as follows:

Independent Variable	Description
Button Nuts	Nuts grow in bunches, with a new bunch springing every one month. The newest bunch is called the button bunch and the average number of nuts per tree for a farm is called the 'Button Nuts'.
Matured Bunches	The average number of matured bunches per tree is given in the column 'Matured Bunches'.
Matured Nuts	The average number of matured nuts per tree in all these bunches put together is given in 'Matured Nuts'.

Using the dependent and independent variables, a multiple regression model is developed which can be used for forecasting the dependent variable, "Expected Nuts".

Thereafter, the hypothesis is tested using the Anova table.

Digital Marketing Advisory?

Digital Marketing Advisory helps to minimize pitfalls in the path of developing/executing digital marketing, and brings in maximum return for each buck spent.



Steps Digital Marketing **Advisory**

→ **Analyze**

Proper analysis of current digital assets, influence of competitors, and their strategies

→ **Brainstorm**

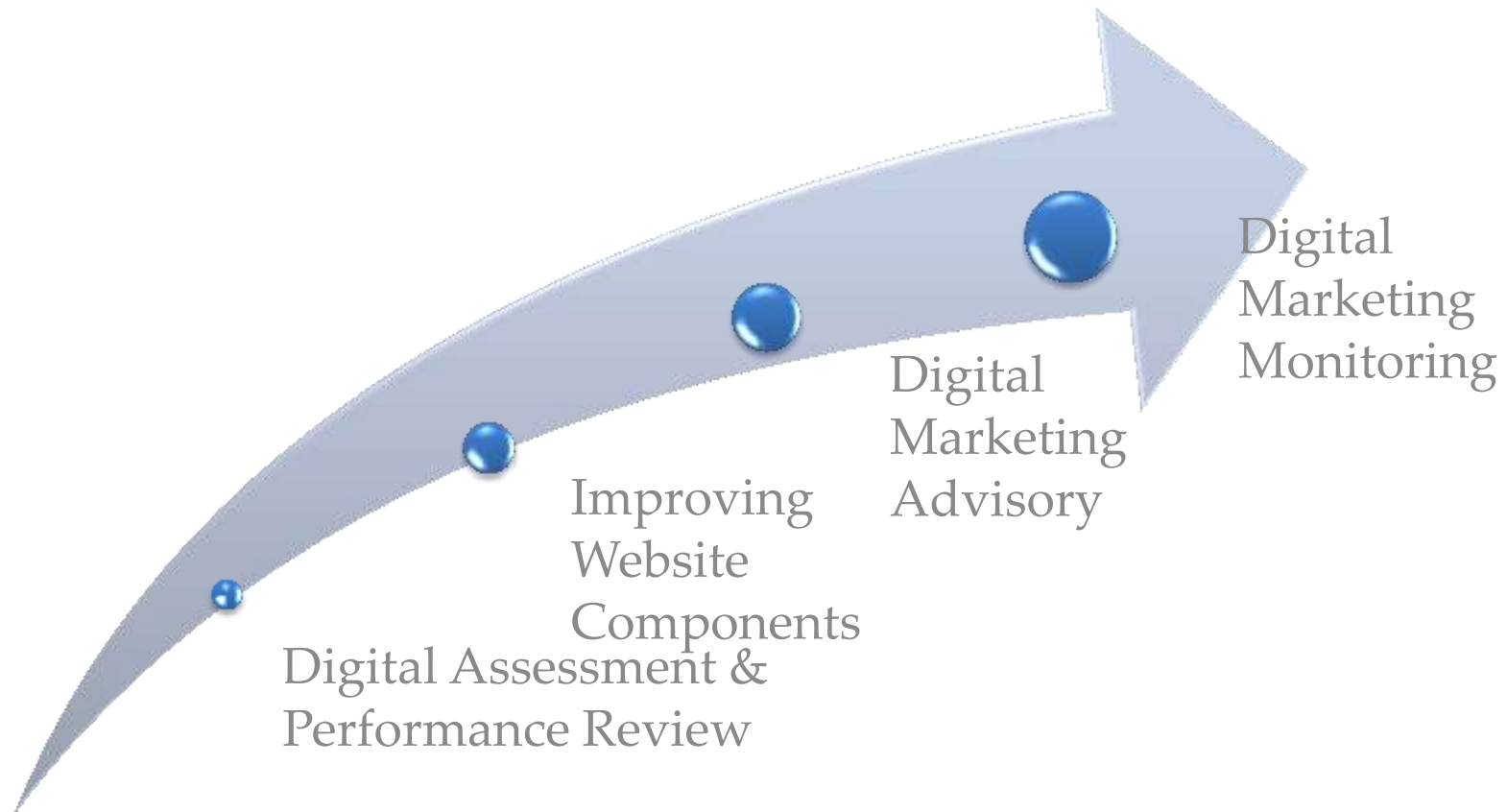
Idea generators to identify market opportunities to provide a big picture across the table

→ **Create Strategy**

Developing strategies in relation with current market conditions in order to improvise and win the market



Digital Advisory Process



Industry Expertise



Information Technology (IT)



Power



Renewable Energy

Hospitality



Industry Expertise



Banking and Financial Services



Healthcare



FMCG



Electrical Equipment Manufacturing



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