

About Us

- Founded in 2007 with a vision to be a leading management consulting firm from India.
- Expanding client base across the globe: UK, USA, and Australia.

Service Lines

- **Analytics:** Data Collection, Cleansing, Analysis
- **Business Research:** Detailed study about a market, segmentation, competition analysis
- **Consulting:** Business plan, Financial Analysis, Valuation
- **Digital Marketing:** Search Engine Marketing, Optimization, Social Media Promotion

Business Research & Consulting

Market Research
Reports

- Qualitative
Research

- Desktop Research

- Business Plan

- Business Valuation

Financial Analysis



Market Research Reports

Market Research Reports

- **Purpose : To devise strategies to beat the competition.**
- **Process**
 - ✓ Market size, Growth Dynamics & Projections
 - ✓ Industry Segmentation
 - ✓ PEST Analysis
 - ✓ Competition Analysis
 - ✓ SWOT Analysis
 - ✓ Analysis of Trends, Drivers and Outlook
 - ✓ Review of Regulatory Environment



Qualitative Research

Qualitative Research

- **Purpose: To make better business decisions**
- **Process:**
 - ✓ Questionnaire Design
 - ✓ In-depth Interviews
 - ✓ Data Collection & Processing
 - ✓ Report Writing and Presentation



Desktop Research

Desktop Research

- **Purpose: Helps market research reports to be more accurate**
- **Data collection and reporting from:**
 - ✓ Industry Associations
 - ✓ Proprietary Databases
 - ✓ Trade Journals/White Papers/ Press Release
 - ✓ Annual Reports/ SEC Filings/ Prospectus etc
 - ✓ Investor Presentations



Business Plan

Business Plan

- **Purpose: To define the enterprise objectives, scope of operations and operational strategies**
- **Process:**
 - ✓ The Marketing Plan: Products & services, Customer demographics, Market overview, Competition and competitive advantage, Pricing strategy, Advertising and promotional strategy
 - ✓ The Operations Plan: Business structure, Scope of operation, Production arrangements, Plant and equipment
 - ✓ The Organization Plan: Organization structure, Skills required, Personnel, Resumes
 - ✓ The Financial Plan: Establishment costs and source of funds, Balance Sheet projections, Profit and Loss projections, Expected Cash Flow projections

Business Valuation & Financial Analysis

Business Valuation & Financial Analysis

- **Purpose:** To identify financial strengths, weaknesses of a company
- **Process**
 - ✓ Income, balance sheet and cash flow preparation and forecasting:
 - ✓ Estimation of cost of capital of companies
 - ✓ Valuation of a company using DCF (Discounted Cash Flow) Method:
 - ✓ Financial evaluation of standalone projects using Net Present Value method



Industry Expertise

Industry Expertise

- ✓ Banking and Financial services
- ✓ Electrical Equipment Manufacturing
- ✓ FMCG Industry
- ✓ Healthcare Industry
- ✓ Hospitality Industry
- ✓ IT industry
- ✓ Power sector
- ✓ Renewable Energy

Prestigious Projects

Prestigious
Projects
Completed

- **Market Research: New Business Opportunities In Asian Smart Grids**
The objective of this report was to identify and quantify the business opportunities in Asian Smart Grids Market. It included an analysis of the complete value chain and a discussion of the key opportunities in equipment, software and electric utility firms. Published in association with NanoMarkets, USA
- **Market Research: Prepaid and Debit Cards Market in India**
The report provides intelligent insight into the Indian prepaid and debit card industry. Published in association with VRL Financial News, UK
- **Market Research: New Business Opportunities In European Smart Grids**
The report quantifies the business opportunities for Smart Grids in Europe. All the major European countries are covered in the research. Published in association with NanoMarkets, USA
- **Ranking of Top-100 Banks in Asia Based on Various Financial Ratios**
The objective of the project was to identify the top-100 banks in Asia and rank them on the basis of various financial parameters. The project involved extensive data collection from annual reports, investor presentation and press releases of top banks in Asia. It included data cleansing and reporting also.

Research & Analytics Partners

Our Partners

- **NanoMarkets, USA**
- **VRL Financial News, UK**
- **Retail Net Group, USA**
- **Research Media Ltd, UK**

NanoMarkets



Analysis • Insight • Intelligence



Thank You

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