



I have been a strategy advisory consultant for over two decades, working with TCS, PwC, KPMG, GE Capital and Accenture.

I help clients develop growth strategy through new products/services and market entry initiatives; and execute through change management and program management.

BUSINESS STRATEGY & CORPORATE TRANSFORMATION INDIAN AUTOMOBILE ANCILLARY MANUFACTURER

Client Description

The client was a member of one of India's largest and oldest corporate groups in the automobile ancillary sector, manufacturing engine bearings from a plant in South India, with a reputation for excellent product quality.

Process

After reviewing markets and customer needs through a Voice of Customer exercise, a detailed market-product strategy was drawn up and implemented along with structural and systemic changes to marketing, manufacturing, human resource management and purchase functions.

Issue/Need

Management was concerned about competitive pressures in the key OEM segment, falling market share in the engine parts aftermarket, and a decline in profitability.

Deliverables

1. Business Plan with
 1. OEM and aftermarket demand projections
 2. Product mix, pricing
 3. Dealer assessments
 4. Competitive comparisons
 5. Financial projections
2. Marketing and sales organization structure