



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.

DEMAND ASSESSMENT FIVE YEAR PROJECTIONS FOR COLD ROLLED STEEL INDIA

Client Description

The client was a manufacturer of specialty cold-rolled steel, located in eastern India

Process

Identification and review of over 20 industries in India using Cold Rolled Steel in their products, an assessment of the unit consumption in each industry, and a projection of demand based on unit usage and industry projected growth.

Issue/Need

The company was planning a major capacity expansion to manufacture steels with high value-addition and wished to size demand from key sectors over a five-year period.

Deliverables

Projections of annual demand for CR till 2005 AD, segmented by user industry and location.