



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.

MARKET ACCEPTANCE & DEMAND ASSESSMENT SLAG CEMENT

Client Description

The client was one of India's largest steel and cement manufacturers, with market-leading brands in OFC, white cement and specialty cements

Process

A limited structured survey of large contractors and trade (wholesale and dealers) to assess their views.
District level construction activity and component of cement
Mapping acceptance levels onto cement usage to determine proportion of slag cement uptake.

Issue/Need

The client wished to introduce slag cement to the Indian market, using granulated blast furnace slag as a constituent. It therefore wanted to assess the acceptance of this type of cement and the likely demand.

Deliverables

Evaluation of the likely usage and acceptance of Slag Cement in India, profiling the trade universe, assessing sales levels, forecasting demand at a district level till 2010, formulating market entry strategies