



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.

MULTI-COUNTRY MARKET ASSESSMENT JAPANESE PSA TAPES MANUFACTURER

Client Description

The client was a Japanese logistics/manufacturing major looking to increase its pan-Asia footprint in the industrial packing market, including Pressure Sensitive Adhesive (PSA) Tape.

Process

The engagement involved using secondary sources to identify industries and locations of interest in each country, and design of a primary survey, respondent identification (PSA sellers and end-users), and analysis design.

Actual collection of information from end-users was done using local teams on the ground in each country to collect, compile and analyze data with management of the teams and analysis of data done remotely from the India team

Issue/Need

Four countries (China, Thailand, Malaysia and Indonesia) had been identified as priority markets and the company required assistance in examining each in detail.

Deliverables

1. In each target country
 1. PSA usage patterns and purchase decision factors
 2. Demand projections for various PSA configurations in use, and Market share estimates
 3. Qualitative aspects affecting entry
2. Overall product portfolio to launch, and country prioritization of entry.