



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.

EXPORT DEVELOPMENT AGENCY

Export Promotion Agency of Oman

Client Description

The client was an agency of the Government of Oman, set up to increase private sector investment in development, and to promote the export of Omani products to foreign countries.

Process

The team reviewed the consumption of 15 categories of products of interest to Omani exporters, and prepared a profile of each with market size, segmentation, growth rates, end-users and competitors. The scope of the study included a field survey and in-depth interviews on a “best efforts basis” covering Sana’a, Aden and Taiz cities only.

Issue/Need

The client was to sponsor an exporters delegation to Yemen. As a prelude the client required a market demand study for a number of Omani products.

Deliverables

1. Country profile
2. Product profiles (15 categories)
3. Views of Omani exporters regarding difficulties exporting to Yemen.