



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.

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OPPORTUNITY ASSESSMENT COLLABORATION

Ministry of Communication, Department of Posts, India

Client Description

The client was the Department of Posts in India (India Post or IP), who wished to examine the scope for providing courier, express and parcel (CEP) services between India and the USA via a collaboration with United States Postal Service (USPS).

Process

The team used secondary data on India-US trade flow to define current and emerging CEP user industry segments, then interviewed a sample of B2B and B2C Parcel and Priority Freight customers across the country to understand their needs, usage patterns, and willingness to adopt the proposed service. This was used to configure a combined IP-USPS service offering that would be superior to existing services from competitors. Capital investment for such an end-to-end service was estimated and a business case created to assess the attractiveness of the business.

Issue/Need

India Post wished to examine the business potential in the India – USA air transport market with focus on CEP services, identification of service features and additional products, and outline of an operating model for collaboration between USPS and India Post.

Deliverables

The engagement developed projections of CEP and Priority Freight, provided insights on customers and competitors, and outlined the offering features and downstream capabilities required for market success.