



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.

FEASIBILITY STUDY & INDIA MARKET ENTRY PHARMACEUTICAL RETAIL CHAIN

Client Description

The client was an international pharmaceutical retail chain entering the India market.

Process

The study required concept testing among end-users, a review of retail competitors, and formulation of market entry with respect to locations, sites, concept acceptance and product mix.

Issue/Need

The client wished to assess the feasibility of entering the Indian market, with respect to investment needed, consumer acceptance, and likely market share.

Deliverables

1. Consumer feedback on brand perceptions, proposed retail concept and offerings mix
2. Competitor review in different cities in India
3. Comparison of retail locations in key cities and set-up time and costs in each.