

Case Study - India

Market Intelligence - India Entry Strategy

CLIENT

USD 300 Million Japanese group, into Residential & Commercial Security systems.



- New Product Development exclusively for Indian residential complexes.
- The product was to be developed from idea, starting from a rough concept to final implementation & manufacture



- Market research of Indian Residential Security market & probable suppliers PAN India
- 9 suppliers/developers identified after extensive research & discussions with the suppliers
- Supervision of product development and