

CLIENT RESULTS & SUCCESS STORIES

CASE STUDY : ADVISORY AND
CONSULTING SERVICE CAPABILITY
– GROWTH STRATEGY

April, 2018



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About Client Success Story



“ Design for a robust market entry roadmap for a world leader in supplying tippers to the mining sector of India. Coupled with it the client also wanted to have a product growth strategy contrived basis geography and demand ”



Client Introduction:

The client is a world leader in providing transport solutions. The range of global services for the client is inclusive of customized heavy trucks, buses, engines and a variety of cost-efficient, low carbon transport solutions. It supports owners of truck fleets across the world and helps them to increase their profits. Whether the assignment is transporting heavy loads across continents, negotiating narrow laneways to deliver groceries, or carrying timber on rudimentary forest roads, client's trucks always have that little bit extra as standard. It makes them the natural choice for operators every where. Further, it offers a complete range of buses and coaches for public transport operators and coach companies. Also, its engines are also very popular for many machines including wheel loaders, stone crushers, patrol boats and emergency power gensets.

Featured Slides

Client's Issues, Challenges & Our Solution



Solution Driven

Our approach to client specific problem was always oriented towards reaching most feasible solution. This not only demands a thorough understanding of client's situation but also a hand-in-hand participation from them to keep the process pragmatic and time bound.

Client Challenge 01:

Given India being touted as a growth market globally, following which host of global majors are pushing their business intents in the country. Our client incidentally fall in a similar league which has global brand reputation and wished to expand its business in a new segment as per their business vertical. Client being the global leader in trucks and buses market wanted to evaluate the "Tipper Market Segment in India" and devise a sustainable growth plan which works for long range and also addresses the challenges of competition, market penetration & establishing a robust vendor base. This in particular demanded a holistic understanding of the tipper market segment structure and prevailing competitors to begin with factoring the pricing points, discount margins and allied post sale services to come up with a tailor made solution for the client need.

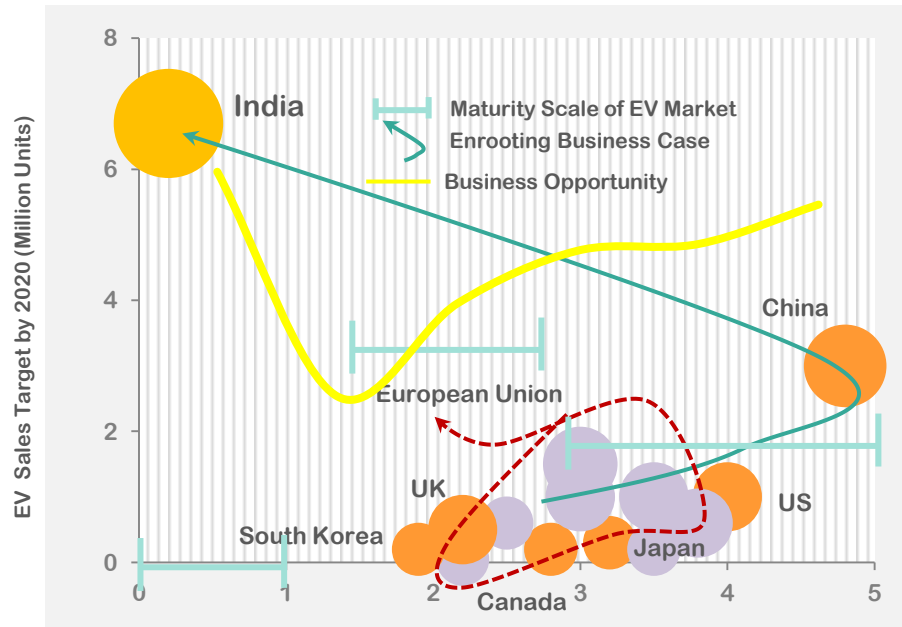
Client's Issues, Challenges & Our Solution



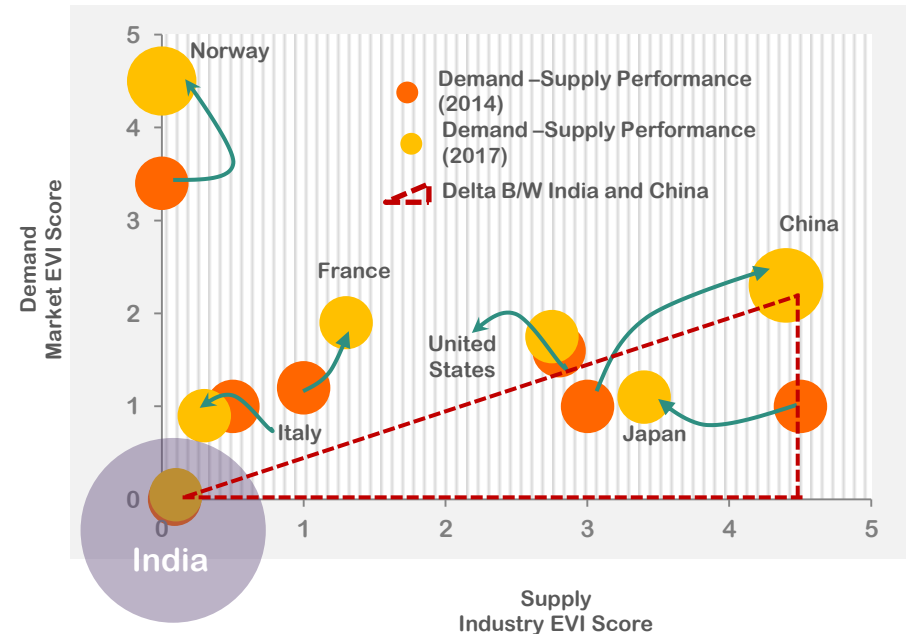
Enincon's Solution 01:

Based on the needs of our client we attempted to granulize the scope and participated with the client to contrive a long range plan which should give them the ideal result in terms of determining their resources labeled to achieve their goal. Furthermore, growth sought by the client aimed for sustenance and hence demanded trajectories which would have guaranteed the same for it's different product portfolio.

Exhibit 1: Electric Vehicles Market Global Trends and Growth Plans



EV Market Maturity Scale as on 2016



Source: enincon research & analysis



enincon consulting llp
4th Floor, World Mark 2 Towers, Aerocity,
New Delhi

Happiness does not come from doing easy work but from the afterglow of satisfaction that comes after the achievement of a difficult task that demanded our best

- Theodore Isaac Rubin

