

CLIENT RESULTS & SUCCESS STORIES

CASE STUDY : ADVISORY AND
CONSULTING SERVICE CAPABILITY
– PRODUCT LANDSCAPING

April, 2018



Featured Slides

About Client Success Story



“ Product landscaping is a typical service offering rendered to our clients under market research support. Through this service one of the world’s largest wind turbine manufacturing utility benefited and learnt about it’s nearest competition and their product offerings so that they can edge past ”

Client Introduction:

Client is a 10 billion dollar start-up that brings together one of the broadest product and service portfolios of the renewable energy industry. Client is known for blending earth’s most abundant resources - the strength of the wind, the force of water, and the heat of the sun, - and put them to work with breakthrough technology that unleashes their true possibilities. It offers tailored solutions range from single component to full turnkey power plants.

Featured Slides

Client's Issues, Challenges & Our Solution



Product View, Contours & Prospects

Armed with our landscaping research results, company/brand owners can confidently develop strategies in relation to positioning and strengthening of brand.

Client Challenge 01:

Client need was to evolve with competition landscape at product level among the leading wind OEMs in India. The design for same was exhaustive and based upon a host of parameters involving product portfolio, manufacturing/assembly unit capability and integrated logistics ability etc.

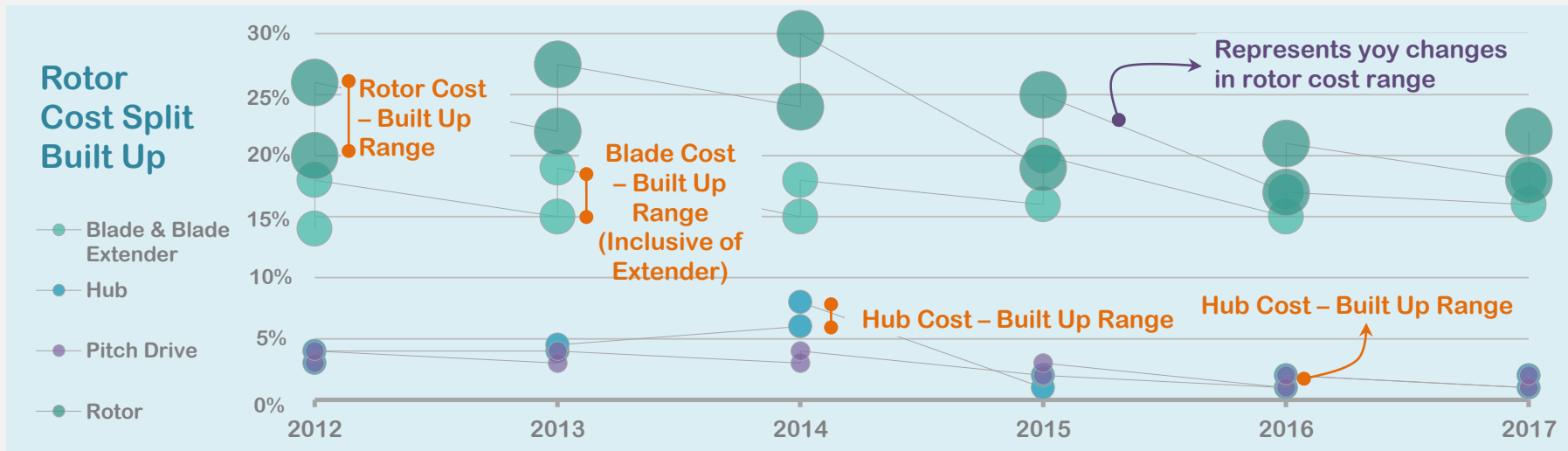
Client's Issues, Challenges & Our Solution



Enincon's Solution 01:

Based on the needs of our client we attempted to granularize the scope and a through market research with product orientation was done for WTG market in India. The challenge was understanding the role of input credit in newly announced GST regime in the country which was bound to impact the local manufacturing and imports for the OEMs. For instance the entire cost matrix shall be impacted as per intermittent components for the product i.e. WTG as depicted in Exhibit 1 for rotor cost build up

Exhibit 1: Rotor Cost Built Up Range in India – Different OEMs (Indicative Average Actual Values are Different)



Client's Issues, Challenges & Our Solution



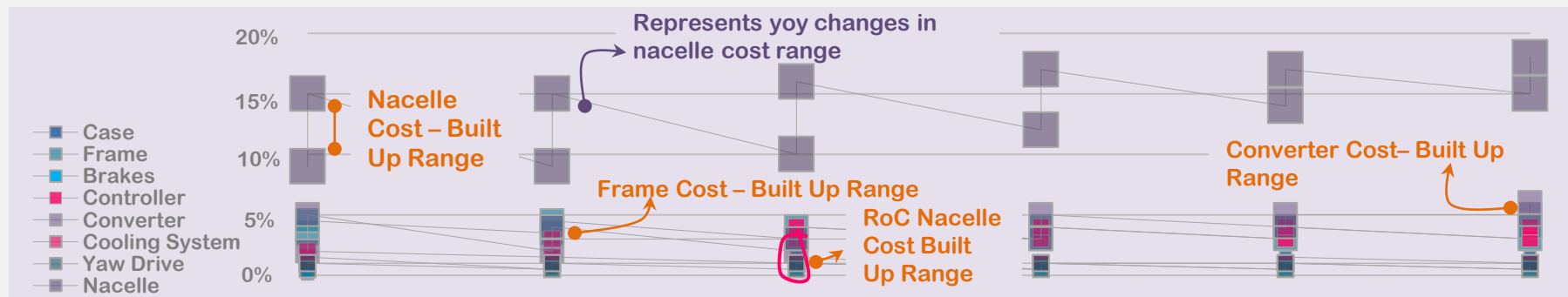
Client Challenge 02:

Another challenge was to extract details of product portfolio inclusive of on land transportation cost matrix which would involve the cost of integration apart from logistics cost like cost of crane etc. which shall project the exact competition landscape offering the client a realistic estimate to tip it's competitors.

Enincon's Solution 02:

For striking the canvass encompassing the product overview, contours and future prospects in-depth primary research was done to source vital information regards full details of cost incurred by said OEMs at different stages. Analytical models and global analogy were drawn by qualified team of Consultant's to structure the findings of primary research

Exhibit 2 : Nacelle Cost Built Up Range in India – Different OEMs (Indicative Average Actual Values are Different)





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

