

# Business Case Studies

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There are 3 types of Case Studies

- 1) Profitability.
- 2) Merger & Acquisition.
- 3) Product launch.

## Product launch

# Market Entry Framework → This has 2 parts.

- ① Whether to enter market or not
- ② If yes, then How?

1) Whether to enter? has 4 parts to it.

- ↳ a) Analyze the Market & Industry
- ↳ b) Customer - Segment Understanding
- ↳ c) Understand about the Product.
- ↳ d) Understand about the Company capabilities

a) Market & Industry :- ① What is the market size in \$/₹  
② Growth trend of the market i.e. Future forecasted

③ No. of competitors. → ~~Share~~ Market share of competitors  
& etc ask the interviewer

b) Customer Segments :- ① Size of customer base → i.e. knowing about the Addressable Market

- ② Target segments of Customer base → knowing about various segments of popl<sup>n</sup>. because of niche product launch by Client.
- ③ Behaviour & preference of the customers segments.
- ④ Growth trends of customer base → Increasing / Decreasing / Stagnant.

- c) Product :- (i) What features of the product are most desirable for the customer?
- (ii) Any product differentiation from competitors?
  - (iii) Any substitute products?
  - (iv) How can our product differentiate?
  - (v) Price point of product?

d) Company Capabilities  $\rightarrow$  People, Process & Technology  
Whether the Client has these Resources.

- (i) Hiring Right people / Senior Employee of own Company?
- (ii) Technology Required to sustain in this new venture?
- (iii) Other assets? eg:- Manufacturing plants, Access to suppliers of Raw materials
- (iv) Capital Required for the new venture/products
- (v) If we don't have necessary expertise then we can Partner OR Acquire another company in the market.

Getting info about all these 4 points / parameter  $\rightarrow$  This will lead us to a decision of whether the Company should enter the market.

2nd Part

# If Yes, for Entry then How to Enter the market.

- (1) Start from the scratch, Hire People, Setup Tech process of Business operations
- (2) If there are existing companies in desired industry that aligns with our synergies so that we can acquire them.
- (3) Considering partnerships, Joint-Ventures to explore how we can enter the new market  $\rightarrow$  To finalize among these 3 do a Cost Benefit Analysis  $\rightarrow$  Then choose the Best