



Corporate

SG Analytics – Track: Marketing



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www.sganalytics.com





Kulwinder Singh

Chief Marketing Officer

Problem statement

SG Analytics is planning to go public towards IPO by mid-2025 with an aim to create institutional wealth for retail investors and help add greater value for Enterprises.

Consider yourself the CMO of the company and you being responsible to create the marketing strategy.

- Specify 10 objectives and goals you want to attain for each of these objectives.
- Out of these 10 objectives, specify the objectives you want to attain year wise for 2023, 2024 and 2025, your rationale for the same and budget you would need to accomplish the objectives.
- Specify the activities you will do in 2025, 6 months before the planned IPO launch, during the month of IPO launch and post IPO launch. State examples and references.
- State 5 examples of peer companies you think are relevant for SG Analytics and stating reference activities done by them and sharing relevant links (Tip: State one example for each line of business. Click on the “What we do” section on our page to know about our line of business.)

Expected output/ deliverable

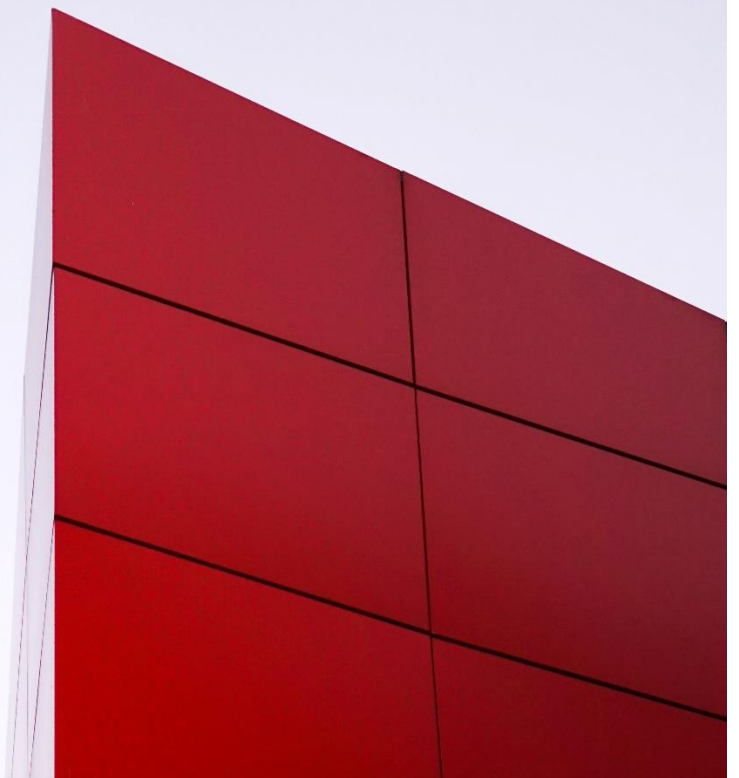
You are expected to present the detailed plan in the presentation format. You are free to use any additional supporting material to enhance your findings.

Before you start the activity

- Ensure you have gone through in detail about [SG Analytics website](#) covering our business overview, focus industries and service offerings.
- Ensure you have gone through the [LinkedIn page of SG Analytics](#) and have fair understanding of our past accomplishments and current initiatives.
- Please note the objective of the business plan is to arrive and identify new initiatives that could amplify the mission towards IPO. So kindly refrain from stating objectives and goals that have already been accomplished to avoid repetition.



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About SGA —

SG Analytics, a **Great Place To Work® (GPTW)** certified company, is one of the leading research and analytics firms to offer data-centric research and contextual analytics services. With presence in the US, the UK, Switzerland, and India, SG Analytics has been consistently meeting and exceeding customer expectations by its knowledge-based ecosystem and impact-oriented solutions.



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