

Instructions:

- This Problem Statement has to be attempted by only by participants those who have not attempted the quiz
- Submissions have to be made in the form of word docs
- Registration on Technex website is mandatory
- Name of the word document should be the same as the name of the team
- The word limit for answering the questions is 150 - 300
- Deadline for submissions is 31st January 3:00 PM
- Submission is to be mailed in docs format at jaynaresh.dhanwant@gmail.com

CASE :

Toxicology is a manufacturer that makes industrial cleaning solvents and pesticides. Sales have been declining, mostly due to new EPA guidelines. The company has been “dumping” its old products overseas into countries that have less stringent environmental laws as well as re-engineering its products to fit the new EPA guidelines. Further evaluation of sales, both past, and future, indicates that the chemical industry has, and will continue to grow slowly over the next five to seven years, with 3% annual growth. Management has decided to diversify. While Toxicology wants to keep its chemical business intact, it also wants to enter an industry that has long-term, high-growth potential. Toxicology has hired us to help determine what industry or industries it should enter. Provided one of the requirements for our industry to be good is to have an annual growth rate of 10%.

Q1. What are the ways of entering the new market and what are the possible barriers for entering into a new market?

Q2. What are the three or four factors you would analyze to determine whether this market is attractive or not? What sort of things you should be researching to determine what industry our client should diversify into.

Q3. What are the possible alternatives and evaluate one of them which you see most viable?

Q4. Summarize the most important points of your work and come up with an appropriate strategy.