



CXO-Advisory & Support
India Entry Acceleration
Powering Brand-Positioning
Enabling Global Emergence
Hand-Holding Start-ups
Investment Advisory & Accountability

Slideshow / Key Messages

What is your Brand promise?

Is your Brand more than a name?

What emotions are invoked by your Brand?

What values are synonymous with your Brand?

Are you building business without building brand value?

Is your critical decision-making powered by on-ground insights and reliable intelligence?

What's stopping from entering / expanding into new export markets?

Looking for clarity, guidance or distribution in India?

Are you confident that your interests in India are best protected?

Is your strategy / business / investment plan tested and backed by robust intelligence?

Are you a start-up looking for support but worried of costs?

Is the impact of your donation / investment measured/monitored?

Services

- **Brand Positioning**

Discover, define & drive differentiation

Power-Position your brand

Brand-Articulation: Crafting connecting & captivating communication

- **India Market Entry & Acceleration:** Protected Interests & Powered Navigation

Market insights for Go-to-market strategy

Distributor & partner search

Safe & Sure Strategic approach

- **CEO | CMO Support Services**

Actionable Insights & Intelligence

- **Hand-holding Start-ups**

Concept feasibility & strategy refinement

Investor engagement

Business management

- **Enabling Global Emergence**

Mining potential markets & opportunities

International market engagement

- **NGO | CSR | Social & Impact Sector Services**

Accountability in action: Impact Monitoring

Services

- **Brand Positioning**

*Whichever stage you are at, having come to a milestone or to approach one, you can **Power-position** your Brand to full leverage – no matter how large or small, old or young you are as a brand.*

***Discover & define Brand differentiation** strategically, derived out of deep-diving into and decoding the very DNA and soul of brand, the drive of drivers inside-out and from competitive deep-dive.*

***Power-Position your Brand**, from comprehensive 360° insight-mining exercise, where a set of possible 'positions' are discovered & evaluated over various relevant factors to ensure greatest impact across stakeholders.*

***Craft connecting & captivating communication: Articulation of Brand**, it's promise-based on the power-position in a crisp, engaging & captivating ways, maintaining relevance and high-impact with all segments of audience.*

- **CEO | CMO Support Services**

Whatever be your mandate, we own the responsibility of supporting with reliable intelligence and insights straight from sources.

Please click [here](#) to see how we've helped CXOs worldwide.

- **Powering Start-ups**

*Whether you need help with **Feasibility & Fine-Tuning of Concepts**, or with **Investor Engagement**, or to mentor and journey along, we're here to help regardless of your budget; Talk with us to power-propel your entrepreneurship.*

- **Enabling Global Emergence**

*We help identify potential International markets & opportunities, in accordance with your vision, USP/competitive market opportunity, and beyond strategy advisory, we make things happen – including your brand presentation and representation. **Partner with us to accelerate your access to global markets.***

- **India Market Entry & Acceleration**

As promising as India is, as an expansive market, and as a base for sourcing, production and talent, the diversity, bureaucracy and complexity are just as real. Count on us to protect your interests and power your navigation.

***Go-to-market strategy:** Based on independent on-ground research based insights and a deep experience-based-understanding of the market to craft an effective and efficient entry plan, and beyond, we support with execution.*

Partner / M&A target / Distributor search:** Strategic partner search, with your interests first, based on an absolute neutral approach, centred around value alignment and creation, collaboration-ability for a **Safe & Sure Strategic approach.

- **NGO | CSR | Social & Impact Sector Services**

Either you are on the giving side or receiving side – we help measure and monitor impact to assist in driving accountability. We customize approach and metrics, apply a mix of methodologies – both qualitative and quantitative towards a true to reality representation for pursuing greater impact!



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CARL STAHL (German Infra company): strategize setup of production operations

Bericap (German manufacturing company): Strategic location analysis/ insights for setup of plant operations

Valmont Group (Swiss-luxury brand): strategic market entry & distribution partner engagement

n'cloud.swiss (Swiss-based Cloud-Tech company): plan entry, engage strategic partners, create GTM structure, onboard investors

FELCO (Swiss Tools company): re-strategize setup for market penetration

Liight (Swiss-Energy-Tech company): strategic M&A - for market entry

Medical Vision (Swiss-medical services company): build supply chain organization

Coden Argus (Swiss-medical devices company): understand market, plan & engage distribution partners

Conica (Swiss-sports flooring company): strategic alliances for market penetration

HAHNE & Co (German-construction materials company): size & trend market opportunity to evaluate entry

Dallmayr (German-Coffee business): strategic market study for entry

Bharat Oman Refineries (Indian-Oman joint operation): evaluate setup of a plant, realize ROI and engage with customers

Bridgestone (Japanese sports-tyre maker): plan market entry and engagement

Lesaffre (French company, a world-leader in bakery ingredients): map competitive-distribution structure and segments, overall market sizing towards production set-up and distribution planning

Daikin (Japanese business): strategy for lower tier component manufacturing market: mapping industry value chain

Nam Kyung (Korean drip irrigation company): strategic entry and engagement with key stakeholders, advisory plant set-up

Pierre-Fabre (French Derma-cosmetics brand): competitive insights & channels sizing for portfolio & distribution strategy

Walter Klein (German-auto parts company): size & trend market opportunity to evaluate entry

Boiron (French-foods company) understand market to plan development of relevant products

INTORQ (German-engineering company): evaluate new market segments, identify and engage with potential customers

Greschon (Swiss-lifestyle and retail company): plan business and build distribution

JustR (Singapore-Logistics company): plan business in India, advise and plan M&A

ChefM (Michelin-Star Chef from France): understand market, open a culinary arts school and production unit, find strategic partners, create business models, plan marketing and supply chain

Swissline by Dermalab (Swiss-luxury brand): understand market dynamics & opportunity

Interactive Friends (Swiss-Tech services company): find a strategic partner for Acquisition

Educrowd (Australian-education company): compliance advisory and customer engagement



Who we are

Experts committed to **excellence**, with over **350+** years of collective **experience**, across **1000** projects, globally.

Alumni of world class institutions: HEC Paris, Oxford, Harvard, Mc Kinsey, IBM, Philips, Siemens, KPMG, IIM, IIT amongst others.

Trusted for protected interests, results as a **reliable** and **accountable partner**, by international trade offices.

Team profiles to be added?





Trusted by international trade departments



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

The federal department of
foreign affairs, government of
Switzerland



German Chambers
of Commerce Abroad

The network of German chambers
of commerce abroad



A French government agency
for international investment



The Australian government's
trade and investment
commission



The council of EU
chambers of
commerce in India



Australia New
Zealand-India
business chamber



Trusted by Swiss businesses



Swiss-luxury brand, strategic market study for entry & distribution partner engagement



Swiss-based Cloud-Tech company, plan entry, engage strategic partners, create GTM structure, onboard investors



Swiss Tools company, re-strategize setup for market penetration

Swiss-Tech services company, find a strategic partner for Acquisition



ARCUS

Swiss-medical devices company, understand market, plan & engage distribution partners



Trusted by German businesses



German-construction materials company, size & trend market opportunity to evaluate entry



German-auto parts company, size & trend market opportunity to evaluate entry



Trusted by French businesses



Pierre Fabre

French Derma-cosmetics brand, competitive insights & channels sizing for portfolio & distribution strategy



LES AFFRE

French company, a world-leader in bakery ingredients, map competitive-distribution structure and segments, overall market sizing



French-foods company, understand the market to plan development and introduction of relevant products

Michelin-Star Chef from France, understand market, open a culinary arts school and production unit, find strategic partners, create business models, plan marketing and supply chain

Le Grand Puech
RESTAURANT HÔTEL



French Electrical parts company, market insights for product design and development and supplier engagement



Read from our clients



*We have known BCube Consulting/Chandan through a reference, and we are happy with the professionalism, speed of service and integrity. They have our best interests covered, and we are happy to collaborate further, and to recommend their **OUTSTANDING** services for international companies considering business in India and Asia.*



Peter Graf, CEO & Head of the Managing Board,
MEDICAL VISION, Switzerland



Read from our clients



Thank very much for the good organization. I feel happy to work with you. Especially Chandan was a very professional guy! Helped us with sound and strategic legal and investment advise. Thanks to all which helped us to be so successful!



Andre Matter, Founder & CEO, [n'cloud.swiss](https://ncloud.swiss),
Switzerland



Read from our clients



*"You think out-of-the-box and go beyond what has been asked for; much appreciated.
adhered to deadlines, flexibility in approach, excellent overall quality of final product"*



Vijay Iyer, Trade Commissioner,
Switzerland Consulate
Switzerland Global Enterprise



Read from our clients



Working with BCube is an absolute collaborative experience; their deep market knowledge and human understanding makes them ideal insight partners.

Successful ideas are founded on strong insights and realities; BCube is the window to the real world. Their USP is simplifying the research and insight excavation approach yet keeping the science intact.

**BigBrand
Theory.**



Pravin Shah, Founder & Entrepreneur
Big Brand Theory, India



Read from our clients



With a simple dream in mind, having faced difficulties in raising my first ever pet, I decided to start PetKonnnect! For me, it's been more about passion, and I was too involved in the concept from its very inception. Prior to jumping straight in, I approach BCube Consulting, through a reference. The team, lead by Chandan, was extremely supportive and empathized with my passion. It was an absolute pleasure working with them. The quality of their first-hand data, analysis conducted thereon, and report generated, along with their advice and assistance at every step of my project has been extremely useful and greatly assisted me in bringing my project closer to reality.



Devanshi Shah, CEO & Managing Director,
PetKonnnect, Ishan Industries, India