

# New building materials company – we developed a go-to-market strategy and helped in ensuring a successful launch of the product

## Situation

- **New building materials player** starting off its business in Asia-Pacific and we were called in to create a winning Go-to-market strategy
- **Cement market in East India was one of the competitive with 10+ players both national and local**
- **Given the fragmentation in the market we recognized bringing in right elements of attacker strategy was key**

## What we did

- **Detailed Market Research insights** using the Rapid MR team and **Social media analytics** helped us understand the strongholds of key competitors and devise strategy accordingly
- **Designed and conducted a need based segmentation** to identify key elements of differentiation in product, marketing, incentive structure and in roll out strategy
- **Implemented the go-to market strategy** working closely with client team to ensure a successful launch

## M&S Expertise



Vikash  
Daga



Kaustubh  
Chakraborty



Harsh  
Chapparia



Chandan  
Behera

## Impact

- **Successful launch in 3 states in Asia-Pacific**
- **Company working on a product variant proposed to be launched within the next 1 year** which could make them of the first to be offering such a product in Asia-Pacific
- **Company projected to capture market share of 9%** in the first year within the regions launched