

# THIS IS YOUR HEADLINE – IT SHOULD BE NO MORE THAN TWO LINES AND SHOULD FIT VERY NICELY HERE



## RESULTS

The efforts yielded significant results for the local women's catering business:

- Increased Revenue (+27%) in 2 years.
- Enhanced Market Presence
- Empowered Women Entrepreneurs
- Community Impact



## CHALLENGE

A local women's catering business in Pune, India was facing profitability challenges due to a lack of marketing strategies, a limited customer base, and inefficient operations. They were struggling to attract new customers and retain existing ones, resulting in stagnant growth and financial constraints.

The challenge was to develop a comprehensive solution to drive their business towards profitability while empowering the women entrepreneurs.



## PROCESS

- Market Analysis (SWOT Analysis & Customer Segmentation)
- Branding and Marketing Strategy
- Menu Enhancement
- Operational Efficiency
- Further used Core Competence Model, developed by Prahalad and Hamel to differentiate the client in the market, attract more customers, and drive profitability by delivering exceptional value and experiences.
  - Identified Core Competencies
  - Built on Core Competencies
  - Align Strategies
  - Develop Partnerships
  - Continuous Improvement



## SOLUTION

Through our comprehensive solution, we helped the local women's catering business in India drive their business towards profitability:

- Increased Customer Base
- Improved Profitability
- Positive Brand Perception
- Sustainable Growth