

Pipes to Progress

Our client is an iron pipe manufacturing company. Their revenues have been stagnant, and they're seeking ways to increase growth. What approach would you suggest?

Growth

COMPANY NAME
Kearney





Pipes to Progress



Forge Ahead with Pipes

Problem Statement

Our client is an iron pipe manufacturing company. Their revenues have been stagnant, and they're seeking ways to increase growth. What approach would you suggest?

Case Overview

CASE TYPE

Growth Case

COMPANY NAME

Kearney

ROUND

Partner Round

DIFFICULTY



CLARIFYING QUESTIONS ASKED

Where exactly the company is located?
How many competitors does the company have, and what is their market share?

Contribution of each product to the company's revenue? What was exactly the problem with the revenue?

Case Approach



STEP 1

Begin by analyzing the company's current situation, including its products, revenue sources, and market share. Understand the challenges faced, such as stagnant revenue and heavy reliance on government agencies



STEP 2

Develop a strategy focusing on organic growth. Diversify the customer base beyond government agencies through targeted promotion, upselling, and cross-selling. Improve labor efficiency and distribution channels to enhance revenue per customer.



STEP 3

Execute the strategy by implementing promotional campaigns, training programs for labor, and optimizing distribution channels.

Negotiate with suppliers to reduce raw material costs and improve profitability.

STEP 4

Continuously monitor the results of the implemented strategies.

Make adjustments as necessary to ensure they are effective in driving revenue growth. Regularly review and adapt the strategy to meet changing market conditions and customer needs.

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