



Droned Crops!

Estimate the Market size of agricultural spray drones?

CASE TYPE
Market Entry

COMPANY NAME
McKinsey & Co.

DIFFICULTY LEVEL
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Droned Crops!

Can drones be used to spray pesticides?

Problem Statement

Estimate the Market size of agricultural spray drones?

Case Overview

CASE TYPE

Market sizing

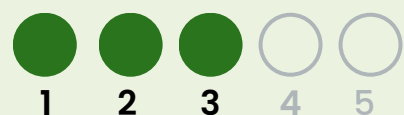
COMPANY NAME

McKinsey

ROUND

Buddy Round

DIFFICULTY



CLARIFYING QUESTIONS ASKED

Availability of competitors. Should the estimate be in terms of quantity or value? The period of estimation.

How much land can be cultivated by drones? Are the drones purchased or availed through a subscription service? What is its life and capacity?

Case Approach

