

# **Droned Crops!**

Estimate the Market size of agricultural spray drones?

CASE TYPE

Market Entry

COMPANY NAME

McKinsey & Co.





# 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

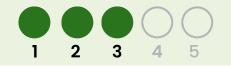
#### **COMPANY NAME**

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**



cultivable Total land in India. Number of rich farmers. Adoption rate. Total cultivable land/ land cultivated per drone



### STEP 2

Using a value based pricing approach by considering wages paid to labourers for spraying pesticides, alternative of drones.



#### STEP 3

product The requirement of drones and their price gives us the market size estimation



#### STEP 4

The number arrived at as a was seen percentage of total demand for all types of dron ensure that it was not over restimated.

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