



# Pigment Prospects

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CASE TYPE  
Market Entry

COMPANY NAME  
McKinsey & Co.

DIFFICULTY LEVEL  
★ ★ ★

# Pigment Prospects

Coloring the world, one segment at a time!

## Problem Statement

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## Case Overview

### CASE TYPE

Market sizing

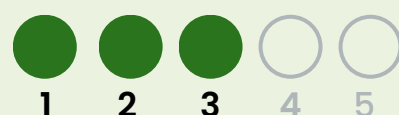
### COMPANY NAME

McKinsey

### ROUND

Buddy Round

### DIFFICULTY

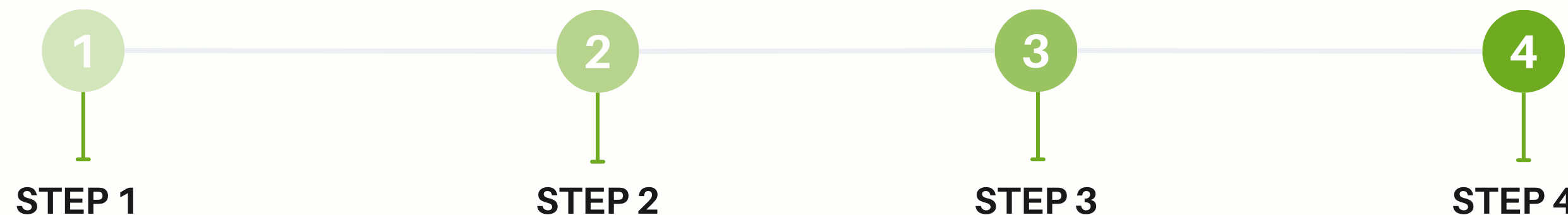


## CLARIFYING QUESTIONS ASKED

Could you tell me about the client's history, current products and manufacturing units?

Could you please provide me some insights into the structure of the value chain?

## Case Approach



Developed evaluation criteria (financial feasibility, operational viability, competitive analysis), enabling assessment of potential ventures.

Identified barriers to entry as well as legal and operational risks.

Projected the potential revenue by considering factors such as population, gender etc.

Analyzed the ROI. Evaluated the financial viability of the venture by comparing the projected revenue with the initial investment.