# **Lubricant Lament**

Your Client is a lubricant player for 10 years in the Indian Market. They are ranked 3rd globally, and 8th in India. However, they are struggling with their Indian Market Presence. They want an aggressive market growth strategy where they want to increase their market growth by 5 times in the coming 1-2 years.

Growth

COMPANY NAME

Boston Consulting Group





# **Lubricant Lament**



### How smoothly can a lubricant company grow?

Problem Statement Your Client is a lubricant player for 10 years in the Indian Market. They are ranked 3rd globally, and 8th in India. However, they are struggling with their Indian Market Presence. They want an aggressive market growth strategy where they want to increase their market growth by 5 times in the coming 1-2 years.

### **Case Overview**

#### **CASE TYPE**

Market Growth Case

#### **COMPANY NAME**

BCG

#### **ROUND**

**Partner Round** 

#### **DIFFICULTY**



#### **CLARIFYING QUESTIONS ASKED**

What are the products, market share and competition for the company?

Where does the production take place? Additionally, is there a particular market the company wants to target?

## **Case Approach**



Growth --> User Growth, Revenue Growth or Being more efficient.

Either organically or inorganically.



STEP 2

Primary Focus on 3 method: Joint Venture, M&A and Outsourcing.



STEP 3

Parameters for growth: existing, new and additional channels.

The factors for acquisition: Avenues, Process and Cost.

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STEP 4

Calculate the CAGR for the company --> Values provided by the interviewer.