



CLIENT STORY | STRATEGIC PLAN FOR AN ENGINEERING MAJOR

Region :

SOUTHEAST ASIA

Consulting Services :

GROWTH STRATEGY AND BUSINESS PLANNING

CLIENT SITUATION

- Client is a leading forged and machined component supplier to Auto and Engineering industry, in India and worldwide.
- Client felt that China is an attractive market to look at and hence was interested in understanding the market potential for heavy forgings weighing from 0.5 T to 300 T in key end-use segments. However, they wanted a focused analysis of the type of forged component that will be used in each of the key sectors and the market potential for the same in the foreseeable future before taking the decision. They invited Avalon Consulting to assist it in this exercise

OUR APPROACH

- Avalon Consulting held a workshop to narrow the focus down to 10 sectors and 1-4 components in each sector.
- Avalon Consulting leveraged its global network of partners to conduct 132 interviews in these 10 sectors and map the demand by sector, customer and weight of forgings.
- Buyer behaviour was mapped across sectors and customer types and competition was also mapped.
- An Attractiveness Capability Matrix was developed to identify the relative priority of opportunities. Opportunities were classified into 3 categories: addressable from India, Addressable from China and un-addressable.

OUR RECOMMENDATION/ IMPACT

- After analysis it was realized that only a small part of the overall opportunity can be addressed out of India, while a facility in China is needed to address the larger opportunity
- The client has started exports in small volumes to China but is in the process of setting up a facility in China