

Market Research and Consulting Company - Mumbai, India

Challenges

The Company wants to build its reputation to become a major player in consumer products and in media research. The focus area was to grow and build a reputation which will edge over competition. Its eyes at a 30% growth YOY to become a dominant player in Research industry.

Strategy & Execution

Finteq's intervention help the organization in achieving its vision statement. Management followed the pathway guided by our representatives to create services which created a brand value to the organization.

Understanding the emergent sectors and create campaigns to find the best way the sector could grow.

Understand the bottlenecks which was creating a hinderance for the organization.

How it helped

Last three years has seen the organization doubling its turnover and expanded its offerings across verticals. This was possible through focused management effort to:

- ✓ Create several exciting value-added offerings across industry segments
- ✓ Create a flexible, responsive, and vibrant back- end team committed to deliver quality reports on time
- ✓ Create Business Plan and review mechanism that monitors and identifies gaps in performance early for corrective actions.