



Case Study

# India Market Opportunity Assessment for a Health Drink Brand

## About the Client

- The client is a UK-based manufacturer of health drinks

## Business Objective

- The client wanted to evaluate India as a potential market for their product
- They planned to start operations in Mumbai and wanted to evaluate organised retail chains as potential partners for the product
- The client sought our expertise for shortlisting potential partners by evaluating factors such as brand fit, scale of operations, financial capabilities and supply chain network

## Results & Value Add

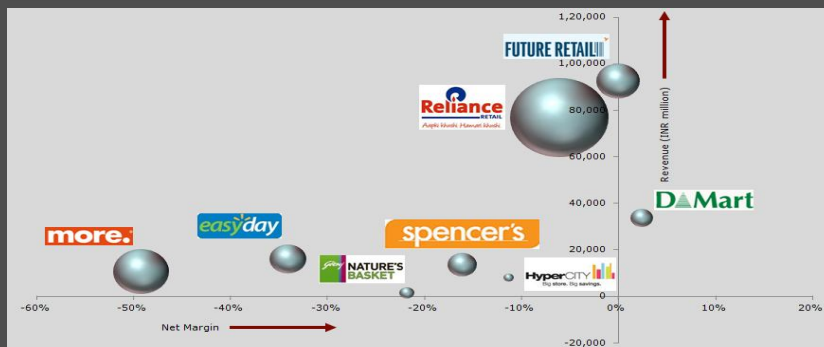
- Our deliverable enabled the client to:
  - Evaluate different organised retail chains on the basis of above-mentioned criteria
  - Understand the opportunities and challenges of the Indian market, and especially Mumbai as the port of operations
  - The client successfully got into a distribution arrangement with one of the recommended vendors and is in the process of launching the product in India

# Research Methodology and Approach

The study addressed the following key components:

- **Market assessment:** Evaluate the overall market for health drinks in India, both from supply and demand side perspective; also looking at existing players, customer perceptions and future outlook
- **Location analysis:** Evaluate Mumbai as the location for the launch of the product as desired by the client, looking at the benefits and challenges of the location. The study included assessing logistics and supply chain structure, consumer understanding and behaviour assessment, etc
- **Partner evaluation and shortlisting:** Evaluate and compare different organised retail chains operating in Mumbai. Develop a deep understanding of operations and scale of each company and their alignment with client's brand, operating strategy, values and requirements. Compare and provide recommendations for potential partnerships

## Screenshots





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## Contact Us

Business Enquiries – [sales@rocsearch.com](mailto:sales@rocsearch.com)

General Enquiries – [info@rocsearch.com](mailto:info@rocsearch.com)

[www.rocsearch.com](http://www.rocsearch.com)