



- ❖ A leading player in consumer product group in India that serve market of Southern India
- ❖ Very successful in selling health beverages and foods with deep penetration in rural parts of Southern India
- ❖ Sagesse Abundance with its network partner was engaged in helping launching new product preparing feasibility study and project report for project financing

The Challenge

- ❑ Consumer Product Group enterprises must come with new products and variants
- ❑ New products or variants must be in line with customer expectations and need some minimum demand for financial feasibility
- ❑ New product launch must be quick to launch before the competition

Being a leading brand in consumer product group industry in India, our customer needed to quickly launch new product to penetrate and expand market and gain market share.

New product launch calls for concept development, product development, market study, market forecast, financial feasibility study and funding

Customer Challenges

- Continual need for launching new CPG products
- Developed a unique health beverage concept
- Product development is relatively easier as existing manufacturing line can quickly produce
- Need to quickly complete market study, forecast, feasibility study and obtain funding from financial institution
- High sense of urgency to launch, before competition does.

Project Objectives

- Evaluate whether market needs this newly conceived product
- Critical evaluation and review of market data
- Validate the forecast with primary and secondary independent market research data available outside customer organization
- Review the cost of production vis-à-vis the price
- Review the market forecast
- Prepare financial forecast of product performance over three years
- Help customer in obtaining funding from financial institution

Methodology Highlights

- Deployed Sagesse Abundance Strategy Consulting methodology with blend of reviewing customer market study information, validating customer market data with independent data available outside, critically evaluate product in the light of market preference, evaluate market and sales forecast, data analytics, facts and information to substantiate data analytics findings, prepare project report for funding.

Customer Benefits

- To be competitive in the CPG market
- Launch product ahead of competition
- Gain market share
- Expand revenue and profit



SagesseAbundance

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