



- ❖ Our customer is a leader in manufacturing, installation and commissioning of grain handling equipment such as belt conveyor, bucket elevators, screw conveyors and similar products that capable of handling food grains
- ❖ Quality is assured that of Global standards, which is why this enterprise became preferred material handling equipment provider for all projects of Satake, Global Leader in rice mill technology from Japan
- ❖ This enterprise is a tough competitor for global grain handling equipment companies such as Buhler in terms of quality and price

## The Challenge

- ❑ Consistently grown since 1994
- ❑ Annual revenue in the range of ₹400 Million
- ❑ Annual number of grain handling equipment manufactured, installed and commissioned 3000
- ❑ India is the primary market though there were exports
- ❑ Growth is a challenge
- ❑ Stagnated revenue and profits
- ❑ Services could be an option, but not remunerative and profitable
- ❑ Diversification calls for competence

*Established in 1994, over the years our client enterprise has become a leader in manufacturing, installing and commissioning grain handling equipment. The grain handling equipment are installed in rice mills, solvent extraction industries. Global rice mill technology leader prefers our client enterprise as preferred partner for supplying grain handling equipment for all rice mills setup by Satake, Japan*

## Customer Challenges

- Business and revenue not growing and stagnated
- “Equipment Service”, “Retrofitting”, “Refurbishing” opportunities are not promising
- Diversification calls for core competence & expertise to play in the new business

## Project Objectives

- Review the current status of the enterprise
- Perform various analysis
- Recommend a strategic steps to trigger revenue and enterprise growth

## Methodology Highlights

- Deployed Sageesse Abundance Strategy Consulting methodology with blend of –
  - ✓ Five force analysis
  - ✓ PESTLE Analysis
  - ✓ Value Chain Analysis
  - ✓ SWOT Analysis

## Customer Benefits

- Enabled external professional view of customer enterprise
- Out of the box solutions, options and recommendation
- The enterprise and the business owners had a way forward on their business expansion, revenue and profit growth.

