

# Madras Consultancy Group

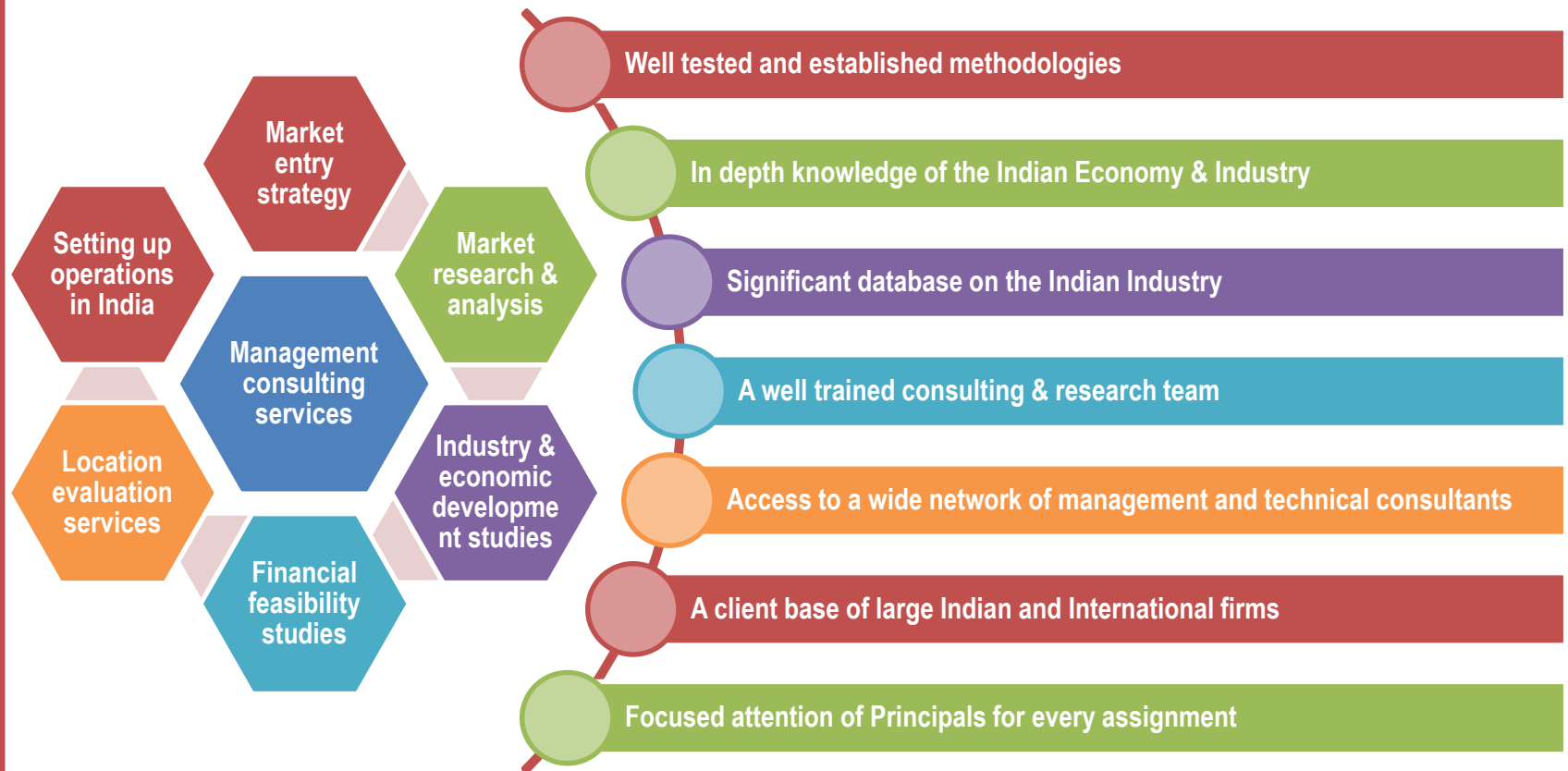
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## - Consulting Competencies & Profile -



Established in 1985, MCG offers a wide range of management consulting services to Indian and international clients...



## A global client base ...



- Albawardi Group, KSA
- Alcoa, USA
- Aleris, Germany
- Arcelor, France
- Arnold Magnetics, USA.
- Arysta Chemicals, Japan
- Boehringer Ingelheim, Germany
- Calgon Carbon, USA
- Codan, Australia
- Dubal, UAE
- Dun & Bradstreet, UAE
- EAC Consulting, Germany
- Emerson Electric, Singapore
- Fujitec, India
- Gulf Extrusions, UAE
- Hawe Hydraulic, Germany
- Hitachi, Japan
- Invia Consulting, Canada
- Ibtikar Group, Bahrain
- Konecranes, Finland
- Laplace Conseil, Paris
- Metal Bulletin, UK
- Mitsubishi Electric, USA
- Momentive Performance Materials, USA
- Mondi Paper, Austria
- Moventas, Finland
- Petainer UK Holdings Ltd
- Poyry Consulting, France
- Printpack, USA
- Sapa BTG, Vietnam
- Schindler Pars, UAE
- Schindler, Switzerland
- Shin Nippon, Japan
- Smithers-Pira, UK
- Starlinger, Austria
- Toray Industries, Japan
- USAPEEC, USA
- WATO, Australia
- Wittur, Germany
- Worley Parsons, UAE

## Select Indian clients .....

- Addison Tools, Chennai
- AGI Glaspac
- Amco Batteries, Chennai
- Akzo Nobel, Bangalore
- Ashok Leyland, Chennai
- Ashok Leyland – John Deere
- Bosch India, Bangalore
- CUMI, Bangalore
- Chowgule Koster, Mumbai
- CTMA, Chennai/Mumbai
- Doosan, Chennai
- E.I.D. Parry, Chennai
- Fujitec India, Chennai
- Heidelberg India, Chennai
- Hindustan Tin, New Delhi
- I.T.C. Limited (PPD), Chennai
- ITW India, Hyderabad
- Kennametal, Bangalore
- Messe Dusseldorf, New Delhi
- Orient Press Limited, Mumbai
- Pinnacle Engines India, Pune
- Sapa Profiles India, Bangalore
- Sara Elgi, Coimbatore
- Schindler India, Mumbai
- Sundaram Industries, Chennai
- Tata Ryerson, Kolkata
- Thiagaraja Mills, Madurai
- Thomson Press India, Faridabad
- TNPL, Chennai
- T.V. Sundram Iyengar & Sons, Madurai
- WMI Konecranes India, Pune
- Wolkem India, Udaipur

## India market entry strategy...

- Over the decades, MCG has assisted a number of international companies with their “India Entry Strategy” and these assignments have included –
  - **Market research & analysis**
  - **Feasibility studies (including project financial analysis)**
  - **Location identification, evaluation & advice**
  - **Regulatory environment – interpretation and advice on Central & State Government regulations**
- And the first steps in implementation .....

## Global market analysis capabilities in the B2B space.....

- In recent years, MCG has undertaken global research (primary & secondary research) on select verticals for international clients and some of these studies include ....
  - **Aluminium downstream products**
  - **Elevators & escalators**
  - **Factory equipment**
  - **Packaging products**
- Regions of focus are : India, Asia, Middle East & Europe
- MCG networks with leading research firms to execute these projects with participation of consultants from India
- In select domains, MCG has partnered with leading consulting firms for executing assignment outside India

## Research and analysis capabilities

- MCG has a strong secondary research team with deep expertise in data gathering and analysis
- The team has developed capabilities to undertake independent research and analysis to support business decision making
- Well researched reports prepared by the team cover industry overview, market information, demand-supply scenario, competition information and trends & developments
- We also undertake detailed feasibility reports covering various industry verticals across MENA, South Asian, South East Asian and other regional markets
- Our back-end research and analysis services team creates content for global consulting and research firms such as Dun & Bradstreet South Asia Middle East, Poyry, Laplace Conseil, Smithers PIRA UK and Fastmarkets Plc.



## Focus Sectors.....





# Global Aluminium Industry

- MCG has handled several studies for aluminium downstream sector in many regions of the world including India, Asia, Europe and the Middle East.....
  - **Aluminium extrusions**
  - **Aluminium castings**
  - **Aluminium flat rolled products**
  - **Aluminium foil**
  - **Aluminium wire rods**
  - **Recycled aluminium**
- MCG has prepared global reports across the aluminium downstream products markets; we have also been working closely with one of the large European publisher in studying the global aluminium markets.
- Papers on the aluminium downstream sector have been presented in international conferences held at Bahrain, Bangkok, Dubai, Dusseldorf, Goa, Guang Zhou, Hyderabad, Krakow, Montreal, Mumbai and Salzburg

## Engineering sector....

- MCG has several years of experience in the engineering and manufacturing sectors in India and has handled a number of large studies including :
  - **Automotive components**
  - **Construction & earthmoving equipment**
  - **Cutting tools**
  - **Large gear boxes**
  - **Factory equipment including various type of cranes**
  - **Machine tools**
  - **Packaging machinery**
  - **Food processing machinery**
- In recent years, a few equipment studies have been undertaken in the MENA region



## Steel & Minerals in India.....

- MCG has carried out a number of market studies in the area of steel and related minerals in India, such as –
  - **Steel – flat products & long products**
  - **Steel forgings**
  - **Ferrous castings**
  - **Seamless pipes**
  - **Alloy steel & stainless steel**
  - **Steel service centre (GCC)**
  - **Iron ore, Limestone & Coke**



# Infrastructure Sector

- In India, MCG has examined the Infrastructure sector from multiple dimensions –
  - **The power generation sector, including key equipment**
  - **The wind energy sector**
  - **Road and airport development and the associated use of construction equipment and construction chemicals**
  - **Building & Construction sector**
  - **Port development in India and Tamil Nadu**
  - **Natural gas sector in India**
- MCG carried out a study of the natural gas sector in select countries in South East Asia



## Building and Construction Sector

- MCG has carried out several studies across the entire spectrum of building and construction sector in India including
  - **Construction equipment**
  - **Construction chemicals**
  - **Elevators and escalators**
  - **Building materials**
- In the recent years, MCG has extensively studied the elevator and escalator markets in India as well as in the Middle East





# Packaging & food processing sectors

- Since inception, MCG has regularly undertaken market analysis in India as well as in overseas markets, for the packaging & food processing sectors, including .....
- **Flexible packaging**
- **Glass containers**
- **Metal cans**
- **Paper and paperboard packaging**
- **Rigid plastics packaging**
- **Caps and Closures**
- **Printing industry**
- **Food processing**
- MCG has completed several reports on the market for **Processed Foods** in India; a detailed retail study of the imported food products available in India was undertaken; MCG undertook a financial feasibility study that included an **international market study for fruit juices**
- Several studies for **Packaging & Food Processing machinery** have also been completed
- MCG analysed and produced content for over 30 global reports on the global printing & packaging markets for a European publisher



# **Strategic marketing consultancy**

# Develop a strategic plan

MCG's strategic marketing consultancy is designed to encompass all areas of marketing....

## Market strategy

- What segmentation strategy should we follow - geographic, end-use / application, any other segmentation parameter?

## Product strategy

- How do we dove-tail the product-mix with the proposed market strategy? What are the product features that we can incorporate to achieve differentiation? Can we create "special" products for niche markets ?

## Promotional strategy

- How do we create awareness in the market place amongst key decision makers? How do we use Digital Marketing to maximise awareness and generate enquiries? What is our core Value Proposition ?

## Pricing strategy

- Is competitive pricing strategy essential ? How do we price our products with reference to major competitors? Can we package anything else ?

## Service Strategy

- How can we better competition in terms of service, ease of doing business, complaint handling? Plan for after sales service and the use of technology for providing services

## Distribution strategy

- What alternate channels available ?
- Which channels will be most effective ?



## Strategic Analysis...

A few dimensions of strategic analysis are outlined in the following.....

- Internal analysis
  - The firm
- External analysis
  - The market
  - The competition
  - The environment



**For further information, please contact :**

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