Success Story

Market Survey on Industrial use of Aluminium Extrusion in India

Storyline…

The client is a major aluminum giant located in the Middle East. The company has plans of entering India on a large scale. With this conscious decision, the company is now looking at a study of the Indian market to gain knowledge on use of aluminum extrusions.

The company engaged MaGC® (formerly NCR Consultants Limited) to do a market survey.

Once upon a time…

The client, an aluminium extrusion company, has been growing by leaps and bounds in the Middle East.

Moving on…

MaGC began with discussions on a strategic plan of action for the survey and forged ahead with its strong team of researchers and surveyors. The methodology involved collection of data from the demand side and the supply side.

- **Demand Side** – Survey of major consumer of Aluminium Extrusions across various industries (Building & Construction, Automobile, Electronics and Electrical Machinery, Industrial Engineering, Consumer Durables, Defence and Railways)
- **Supply Side** – Survey of Aluminium Extruders in India

Based on the survey analysis and results, MaGC prepared a detailed report which covered the following:

- Market Potential
- Competitor Profile
- Customer Profile
- Share of OE and Standardized Products
- Insight on Emerging Opportunities
- Assessment of Entry Barriers
- Procedure for Government Tendering

Finally…

MaGC through its professionalism and eye for detail presented a detailed project report that contained the methodology, market potential, competitor profile, consumer profile, details of share of standardised and OE Products, insight into emerging opportunities and also a detailed assessment of entry barriers for a foreign company and procedures deployed in government tendering. This detailed project report helped the Management of the company take a decision on entering India for its business.