



T&A TRADE SOLUTIONS PVT LTD
Business with India
Starts Here....



India Business Opportunity

A Case Study

Submitted by

**T&A Trade Solutions Pvt Ltd
(TAS)**



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BACKGROUND

- ABC company (ABC) is based out of United Kingdom and has historically been in the servicing of process water treatment plants across Europe, Egypt, Latin America and Africa.
- ABC now aims to be total water solutions provider with in-house expertise in project management and sales.
- One of the key factors for success would be a strong technical and manufacturing support at the back end.
- ABC was aiming to create a value proposition for the customer which leverages the cost effective manufacturing and technical base of India with project and relationship expertise of ABC.

CHALLENGES

ABC faced certain challenges in order to successfully implement its India strategy. Some of these challenges were:

- Difficulty in determining the right sourcing strategy.
- Difficulty in verifying and evaluating local suppliers.
- Difficulty in communication due to Language/ cultural barriers
- Difficulty in maintaining consistent quality expected by the organization
- Difficulty in maintaining sourcing infrastructure in India including staff quality
- Difficulty could be faced due to government interference and also in intellectual property protection.



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MANDATE

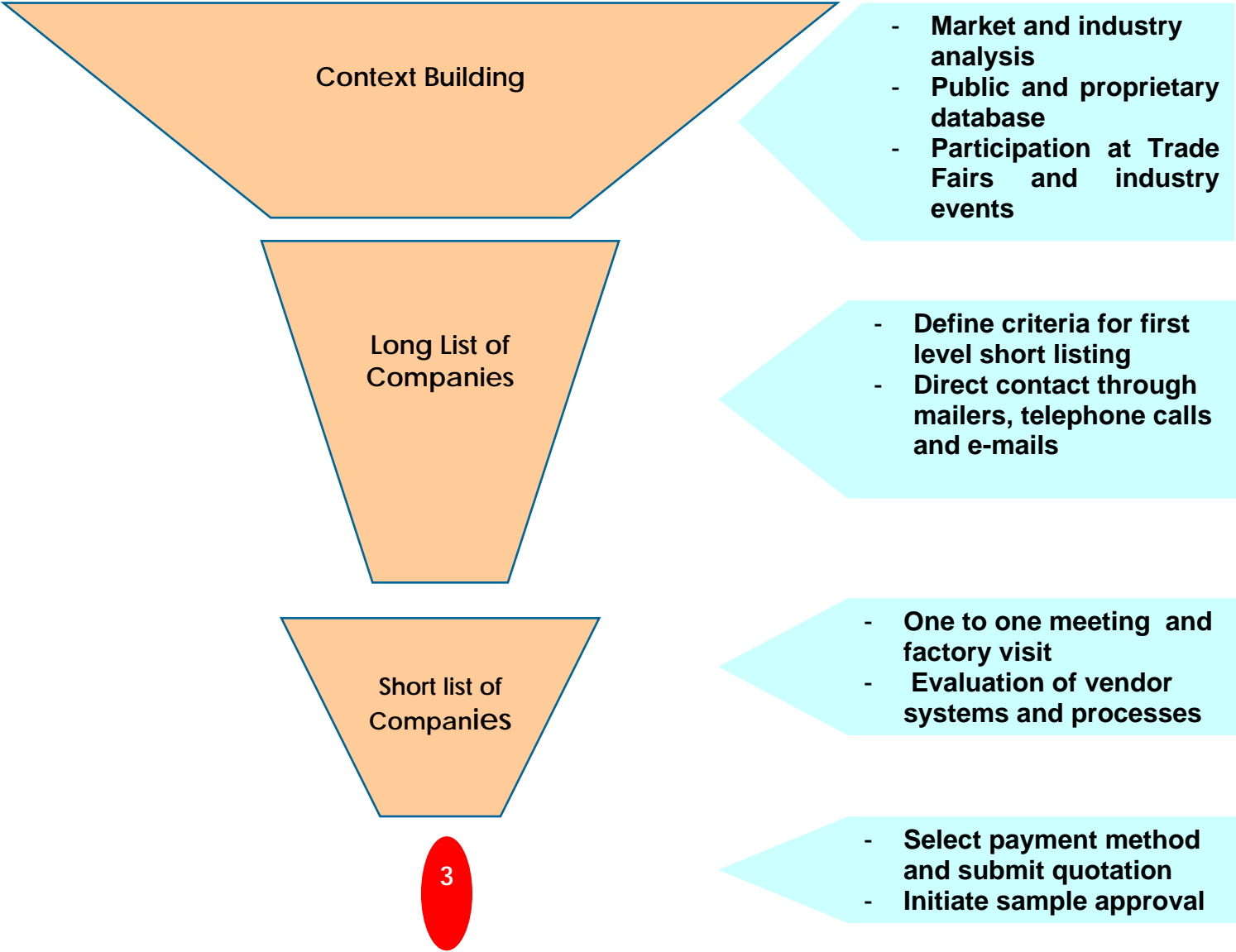
ABC signed an engagement agreement with T&A Trade Solutions Private Limited (TAS) under which TAS would provide the following services:

- Assist in identifying suitable vendors in India, prepare a shortlist of potential vendors and perform a reasonable due diligence on the short listed vendors.
- Quasi representation locally for ensuring consistency of supplies at competitive prices and within agreed quality parameters.
- Consulting including business-negotiation services, finalization of contractual terms and advise pertaining to ABC's business in India and, as ABC may from time to time reasonably request.
- Facilitate introductions and meetings between representatives of ABC and individuals and organizations in related business community in India.



METHODOLOGY

The following framework was adopted towards achieving the said objectives:





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Some key outputs from the above approach were:

- A preliminary shortlist of 47 companies operating in the area of water treatment was prepared. References used in the preparation of this shortlist were as follows:
 1. Green Business Directory by Confederation of Indian Industry
 2. Directory of Environment & Allied Industry
 3. Industrial Product Finder - 2007
 4. Kompass Company Information
 5. Delhi & around Industrial Directory

- Based on first level contact, secondary research and detailed discussions with ABC, the above shortlist was further reduced to 13 companies.

- Due diligence process was started for the short listed companies which involved meeting with the company's management, understanding of their long term plans, evaluation of their manufacturing and technical capabilities and assessment of senior management and promoters.



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RESULTS

- Memorandum of Understanding signed with 3 Indian companies. These 3 companies covered the entire spectrum of ABC's requirements i.e. Process Water treatment, Waste Water Treatment and offshore technical support.
- Expected Business Value in the first year is USD 2 million, with savings for ABC projected to be USD 400,000/.
- British High Commission in India has selected ABC as an example of a UK company successfully building its business in India.
- ABC has now broaden its scope of services from India. This includes offshoring of corporate marketing, sourcing of consumables like chemicals and similar support for other group companies of ABC.

TAS currently manages all existing vendors of ABC, is developing new vendors for other categories and interacts regularly with the local professionals on behalf of ABC.

In essence TAS is providing effective representation to ABC in India for without them having to go through all the legalities, paperwork, cost, and time in setting up a local office.