

Case study: Bio CNG Gas In Bangalore

Client brief

Our client, a manufacturer of bio CNG gas in Bangalore, was looking to estimate market for organic manure and devise a market entry strategy.

Our approach

1. Study of existing brands of compost, their technical specifications, positioning and price points
2. Interaction with market participants including dealers, nurseries, bulk buyers of compost, and manufacturers of composting machines, agriculture scientists
3. Detailed analysis of crops that consume compost, profitability of such crops

Impact

The client received detailed market assessment including the target crops, pricing strategies trade channels, commissions and pros and cons of selling the products through different channels.