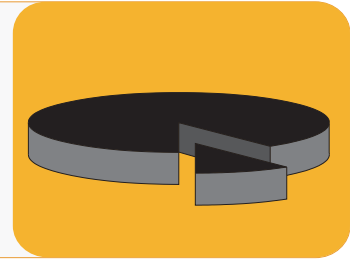


## Case Study : Market Opportunity Analysis

### The Objective

A global provider of communication products and mobile phone manufacturer wanted to introduce a low cost mobile handset targeting lower income and rural segments in India. The company was not familiar with the overall India business landscape, local market conditions and local business models and environment. exëvo was enlisted to evaluate the company's potential in India, and to help it take the right first steps into the market.



### The Challenges

- Identifying the users of low-cost handsets in the widespread Indian market
- Getting to know the target market by potential customer's expectations, spending power, acceptance and use
- Capitalising on the opportunities available with the huge unconnected percentage of the population
- Identify the needs of the market for developing a specific low cost handset
- Identifying the barriers to growth
- Reaching the population unable to afford the regular mobile handsets available in the market
- A scaleable and sustainable approach to provide mobile communications in rural areas

### The Solution

#### Planning

- Comprehensive desk & local research to understand the market penetration and target customers
- Secondary data was collated from articles published in dailies, magazines, and industry reports through visits to libraries as well as from the worldwide including collection and analysis of figures and statistics published by Government of India
- Carefully done sampling of market based SEC (Socio Economic Classification), Census data and nationwide spread rural and low income group population

#### Administration

- Developed local intelligence and expertise in identified rural and lower income group segments and market
- Product was randomly placed in the market to test the acceptance and to create the need among target market segment

#### Quality Assurance

- Respondents were screened thoroughly, including the past, current and future perspective about mobile phones

#### Presentation

- A strategic report & presentation

### The Benefits Achieved

Upon evaluation of the company's objective to launch their product in the market, exëvo put together an appropriate market strategy and facilitated client's entry into the rural and lower income market in India.

The client based on the study findings and exëvo recommendations, not only successfully launched the ultra low cost mobile handsets in India but was also able to set-up strategic business alliances with service providers for better marketing and coverage.

### About Us

exëvo is a Knowledge Process Outsourcing firm that specializes in helping Market Research organizations globally with their end-to-end research and support processes. exëvo was founded in 2002 and is headquartered in New York, with offices in London, and delivery facilities in New Delhi, India. The company is privately held by strategic investors as well as an executive team with extensive international business experience in offshore outsourcing. exëvo currently services two dozen clients across North America, Europe and Asia.

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