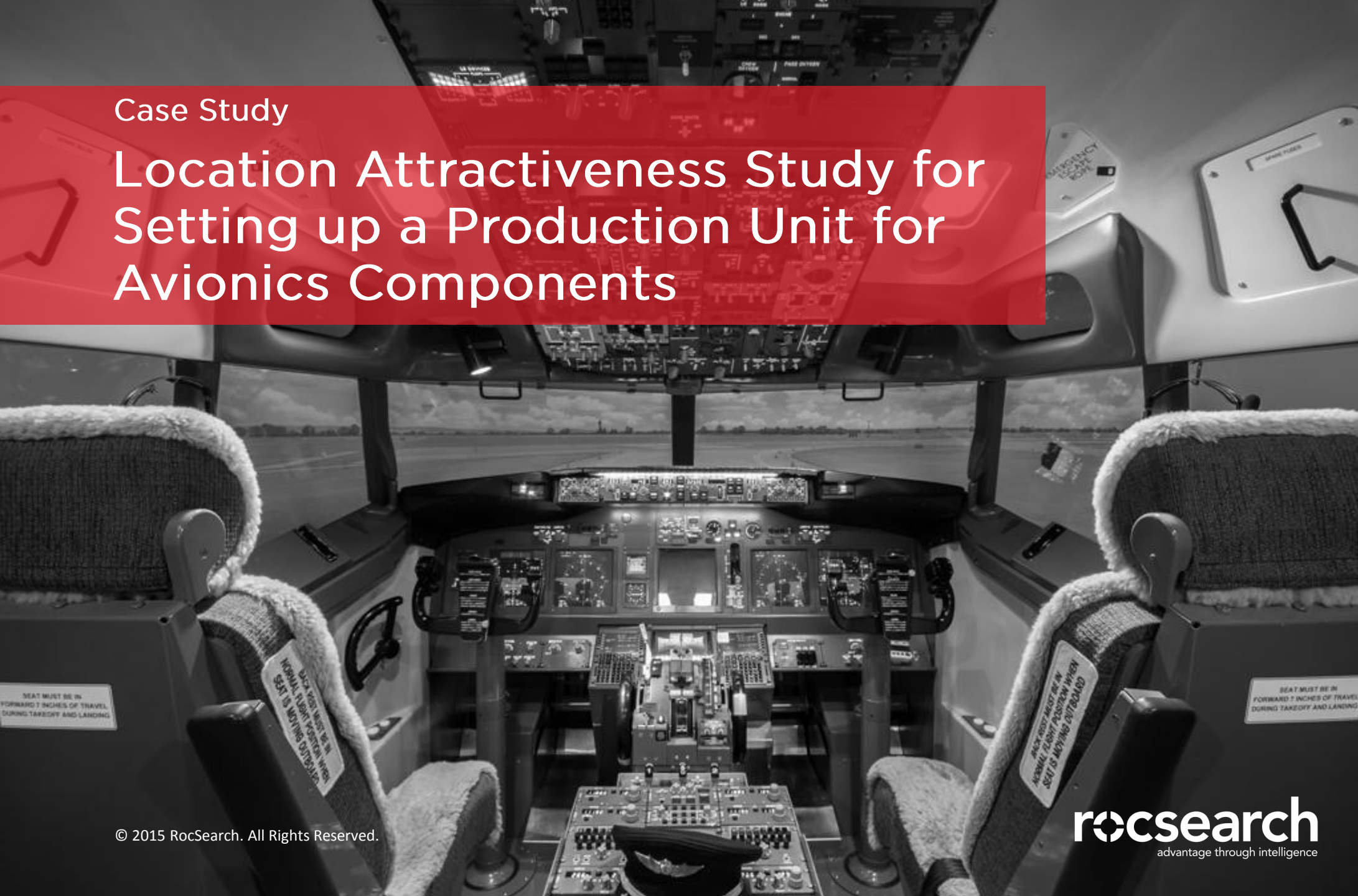


Case Study

Location Attractiveness Study for Setting up a Production Unit for Avionics Components



About the Client

- The client is a boutique consulting firm based in the US
- The firm actively engages RocSearch for various market entry and feasibility studies

Business Objective

- The client was engaged by one of the world's leading avionics component manufacturer to find an attractive location for setting up a new manufacturing hub for its global clientele
- Our client gave us the mandate to identify and benchmark potential locations globally, based on their attractiveness across select parameters
- Our team was also asked to provide a deep dive overview of each location that was being prospected

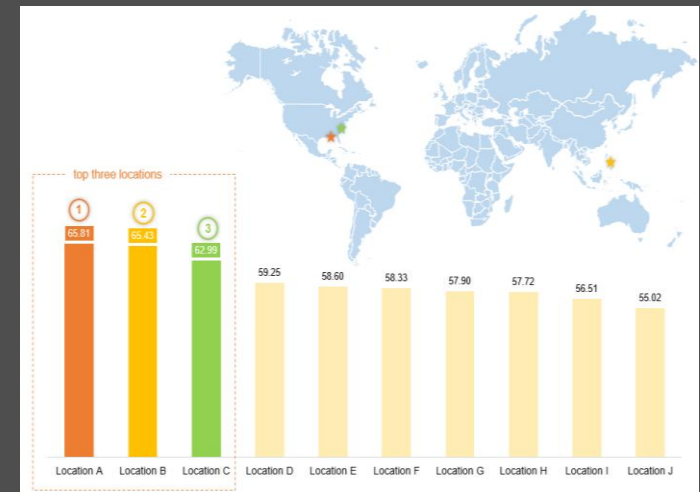
Results & Value Add

- RocSearch worked closely with the client to identify and understand the major objectives of the avionics component manufacturer from the assignment
- A seasoned team at RocSearch was able to produce a succinct deep dive analysis on all locations
- A weightage based, versatile and elaborate benchmarking model was also prepared to identify attractive locations

Research Methodology and Approach

- The project was executed in two phases. In the first phase, potential countries were analysed:
 - Few countries were identified based on client inputs and an additional set of countries were identified by the team based on highly quoted global benchmarking indices
 - A deep dive analysis was conducted to capture country specific opportunities, challenges and key characteristics, with focus on select locations in each
- In the second phase, a deep dive analysis on the locations in the shortlisted countries was done
 - Each location in the favourable countries was analysed and benchmarked based on its infrastructure, business friendliness, tax incentives, potential risks, labour, etc.
 - Final recommendation of the top 3 locations was based on quantitative analysis of over 60 parameters and a deep dive qualitative analysis of various location level factors
- In both the phases, an intensive quantitative benchmarking exercise was carried out to compare the countries (Phase 1) and the locations

Screenshots





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