

Case Study  
Opportunity Assessment for Advisory Firms  
in the Indian BFSI Sector



# Case Study

## Opportunity Assessment for Advisory Firms in the Indian BFSI Sector



### About the Client



- The client is a Big 4 audit and advisory firm
- Office: India

### Client Objectives / Goals



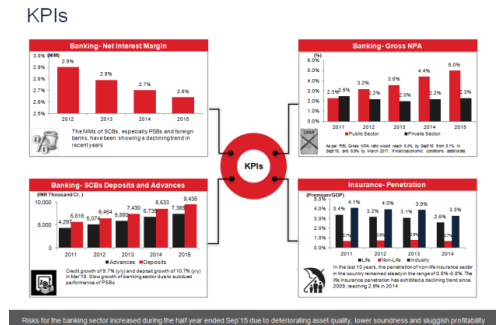
- The client was stepping back and taking a broad view of the organisation, and re-evaluating the future focus areas for the company based on possible environmental changes
- One of the key sectors it was interested in assessing was the Banking, Financial Services & Insurance (BFSI) Sector in India
- The findings of the assessment were meant to help it identify what does it take to unlock and create value for the firm

### Approach and Methodology



- Conducted extensive primary and secondary research through expert interviews, analyst reports, subscribed databases and journals
- Identified the key segments and estimated the current and forecasted market size
- Analysed the KPIs, market structure and competitors
- Developed a Relevance-Imminence framework to analyse the key trends and disruptors
- Evaluated the implications of the trends and disruptors on the client and its customers, along with the timeframe of impact
- Provided recommendations on the key focus areas to the client

### Sample Output



### Results / Value-add



The study helped the client in **strategic decision making**

Research results were **discussed with the global head**

The results were a part of the client's **five year strategy document**