

Case Study

Indian Apparel Retail Sector Opportunity Assessment



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About the Client



- A leading retail chain, with more than 3000 stores in the UK

Client Objectives / Goals



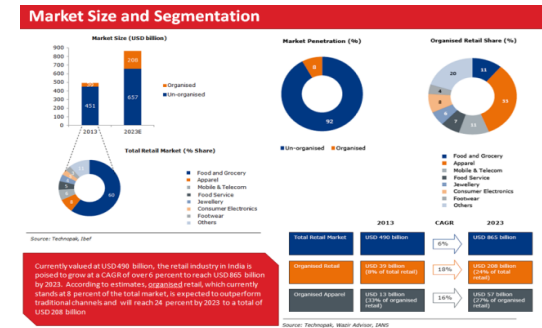
- The client wanted to understand the opportunities and prospects in the Indian retail sector
- They sought to analyse the market entry modes and identify the key stakeholders

Approach and Methodology



- Estimated the market size, both present and future and assessed the market segmentation
- Analysed the growth drivers, favourable consumer dynamics and changing consumption patterns
- Studied the geographic distribution of organised retail and conducted in-depth analysis of foreign apparel brands in India
- Analysed the key trends and legislative framework pertaining to the sector
- Evaluated different factors to be considered for market entry in India
- Identified the methods of entry, key stakeholders and prospective companies for partnership

Sample Output



Results / Value-add



Based on the insights provided on the market entry and potential partners, the client successfully entered an agreement with one of the recommended retail chains in India