



## CASE STUDY

### Market Entry Research

#### **Background of the case:**

Our client is a leading player in the US foot care industry and a market leader in the manufacturing of quality foot care products to cater to the needs of medical professionals and consumers. The client wanted to explore the Indian market for further expansion.

#### **How did Warpdrive assist?**

Choosing the best way to penetrate a new market is a difficult task, requiring the company to keep in mind several factors. We did market research on the following:

- Market entry objective: e.g. rapid acquisition of significant market share
- Perceived risk: Customers could perceive great risks in product switching and may be reluctant to buy new products.
- Product life-cycle: In the early stage of the product life cycle, opportunities may be greater for first movers.
- Competition: New entrants may face tough competition in the new market chosen for entry.
- Marketing Strategy: Different strategies may be adopted while entering into new markets.

Warp Drive Labs team did a thorough research on the India market and recommended different market penetration strategies such as Blitzkrieg entry, the Cavalry Charge, The Strike Focus, and Guerrilla Tactics for different parts of India.

#### **Result**

The client has received immense value from the research conducted by us which has helped his company to formulate successful market entry strategies. The client has chosen to adopt the channels recommended by the our research and analysis team.