



YOUR PARTNER FOR GLOBAL GROWTH

## CASE STUDY

### Potential Partner Search - Italian Kitchen Appliances Company

#### **BACKGROUND OF THE CASE**

Our client is a family owned company in Italy with more than 60 years of business experience in manufacturing of high-quality kitchen hobs and ovens. Our client has very respectable name in Italian Kitchen Industry, exporting various parts of Europe, Gulf and Middle East countries, Australia and Russia. The company has manufacturing unit in Italy and ranked among the top manufacturer's in their sector in Italy.

#### **OCTAGONA'S ROLE/HOW DID OCTAGONA HELP?**

Octagona was given mandate to find the potential partner for this company in India and to advise India entry strategy formulation.

Octagona executed the following steps to meet the client requirements:

- ❖ Prepared the long list of kitchen appliances companies. Email/calls to check the synergies between our client and local companies.
- ❖ Plan and execute the trip
- ❖ Initiate meetings with local companies
- ❖ Provide the debriefing at the end of the trip
- ❖ We also assisted in formulate the Indian entry strategy formulation.

#### **FINAL OUTCOME/IMPACT OF OUR ACTIONS AND OUTCOME.**

- Octagona introduced the client to potential business partners across India.
- After the initial meetings, Octagona remained full involved in follow up mails and calls with these potential partners.





**OCTAGONA**<sup>®</sup>  
WIDEN YOUR HORIZONS

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