




STRATEGIC CONSULTING

in

**BUSINESS & COMPETITIVE
INTELLIGENCE**



A strategic advisory service that provides business solutions which assist in enabling decision making, while effectively addressing business objectives and priorities.

WHY WE DO

Business environment has never been so fast evolving. **Technological innovations, regulatory changes, market uncertainties and evolving consumer behavior** are not only shortening the lifecycles of products and services, but also influencing **product design, development, market acceptance, competition assessment, market share and sustainability**. Thus, impacting an organization's growth projections, financial parameters and scalability.

Business decision makers either experience an **information overload or lack of relevant data**. Hence, for **accurate and efficient decision making**, the new business environment necessitates a **fresh approach for analysis and insights**. Our Business Intelligence services focus on connecting the data analytics with qualitative insights, helping decision makers find the right path for **Growth, Expansion, Operations and Sustenance**.

WHAT WE DO

We focus on understanding Client's problem statement, conceptualize optimum research solutions through effective usage of research tools and techniques across 'Business' or 'Consumer' research domain. The aim is to provide actionable business solutions based on precise, definite insights generated through mix of **Qualitative** and **Quantitative** research techniques.

SECTORS SERVICED



Real Estate Segments



Industrial, Logistics and Warehousing



Alternate Assets ~ Co-Liv, Student and Sr. Hsg.



Construction and Building Material



Smart Home Solutions and Consumer Durables



Education and Institutions



Social Impact Assessment



Investors and Funds, Merchant Bankers

WHY US

We understand that each advisory requirement is unique, at times requiring understanding across related sectors. With C&W's global reach and in-depth understanding of local businesses and consumers, we are able to address client requirements across sectors and markets.

Our strength lies in collaboration across industry stakeholders to address the research objectives. Thereby assisting in creating bespoke research approach, ultimately assisting in providing business/customer specific solutions.

To ensure high quality output for our clients, critical functions of research design to data collections and content analysis are handled by an in-house team of trained and experienced consultants.

BUSINESS INTELLIGENCE SERVICE

OUR EXPERTISE

CONSUMER RESEARCH

CUSTOMER EXPERIENCE MANAGEMENT

Monitoring and assessment of customer experience

- Net Promoter Score (NPS)
- Customer Satisfaction Surveys (C-SAT)
- Impact of Programs and Policies
- Lost Customer Analysis (LCA)

CUSTOMER BEHAVIOUR

Mapping and Understanding target consumers

- Customer Segmentation
- Purchase Behaviour and Outlook
- Impact of Promotional schemes and Incentives
- Price Discovery and Sensitivity

PRODUCT DESIGN AND IMPROVISATION

Inputs to Product Development

- Concept/Product Testing
- Customer needs and expectations
- Usage and Attitude
- Pricing Strategy

BRAND ASSESSMENT

Inputs to monitor and create maximum Brand Impact

- Brand Imagery
- Perception analysis
- Brand Equity
- Brand Positioning

MARKETING OPTIMISATION

Determining advertising and marketing impact

- Efficacy of advertisements and brand promotions
- Suitable channels for outreach
- Channel partner management strategy

BUSINESS RESEARCH

MARKET ASSESSMENT

Understanding market dynamics and growth opportunities

- Market size and growth
- Demand - Supply assessment
- Competition mapping
- Growth outlook

LOCATION ASSESSMENT

Identification of locations best suited for business interests

- Regulatory Environment and Business Impact
- Evaluation of locations in context of macro and micro economic considerations.
- Understanding market dynamics

OPPORTUNITY ASSESSMENT

Evaluation of existing and new business opportunities

- Business plan validation
- Demand Projection
- Financial Feasibility

VALUE CHAIN MANAGEMENT

Incorporating the opinion of channel partners in business planning

- Distribution mapping
- Channel partner perception
- Supply chain optimisation
- Incentive programs and impact

OPTIMISING PRODUCTS AND PROCESSES

Inputs to keep products and processes in alignment with market realities and changing business dynamics

- Service and Product Benchmarking
- Business Process Review
- Mystery Audits

For more details on our service offerings, you can reach out to:



MUNINDER PAL SINGH, MRICS

*Director - Business Intelligence
Strategic Consulting Services*

+91 99999 73996

muninder.singh@cushwake.com



ABOUT CUSHMAN & WAKEFIELD

Cushman & Wakefield (NYSE: CWK) is a leading global commercial real estate services firm for property owners and occupiers with approximately 52,000 employees in approximately 400 offices and 60 countries. In 2022, the firm reported revenue of \$10.1 billion across its core services of property, facilities and project management, leasing, capital markets, and valuation and other services. It also receives numerous industry and business accolades for its award-winning culture and commitment to Diversity, Equity and Inclusion (DEI), Environmental, Social and Governance (ESG) and more. For additional information, visit www.cushmanwakefield.com.

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