



## CASE STUDY

# Vendor Development – American Luxury Lighting Fixtures Company

## **BACKGROUND OF THE CASE**

Our client is a reputed company in United States of America with extensive experience in sourcing of luxury urban indoor lighting fixtures. The client had been importing from China. As a company, they have been focusing their time and resources on diligent product sourcing, best-in-class product content for a superb customer/shopping experience and giving back a portion of all sales to the community. Due to business disturbances with their Chinese supplier, the client decided to try and source these lighting fixtures from India & so they approached Octagona India.

## **HOW DID OCTAGONA HELP?**

In late 2020, Octagona India was given mandate to find the potential supplier(s) for the client within India.

Octagona executed the following steps to meet the client requirements:

- Prepared the long list of lighting fixture companies. Then emailed and called the shortlisted companies to check their ability and interest to supply to USA.
- Visited and conducted audit of two selected suppliers based near New Delhi.
- Coordinated the communications between the client and the chosen supplier.
- Assisted in sample preparation based on drawings and images received from the client.

## **FINAL OUTCOME**

- Octagona introduced the client to potential business vendors.
- After the initial meetings, Octagona remained fully involved in follow up mails and calls with these potential suppliers.
- Octagona's intervention helped the client to select the supplier without visiting India even once during the selection period.

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