



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 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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