



CASE STUDY

India Market Entry - Italian Paint Company

BACKGROUND OF THE CASE

Our client is a family-owned company in Italy with more than 32 years of business experience in the manufacturing of high-end decorative paints. This company is exporting to various parts of Europe, America and Middle Eastern countries. The company has manufacturing plants in Italy and Tunisia and are ranked among the five most important manufacturers in their sector in Italy.

HOW DID OCTAGONA HELP?

Octagona was mandated to do market entry research in September 2019 on high-end decorative paints and India entry strategy formulation for the client.

Octagona executed the following steps to meet the client requirements:

- Prepared an in-depth market research report on the Indian decorative paints market by collecting primary and secondary data.
- This report included current market scenario and trends, competition analysis, price and packaging analysis, India import data (for paints), distribution network, marketing, and promotion analysis. In order to compile the report, primary data was collected by visiting paint and hardware stores in North and Western India and by arranging discrete calls and visits to competitor offices and warehouses.
- We also assisted in the Indian market visits and formulated the Indian entry strategy formulation.

FINAL OUTCOME

- The report helped the client to understand the paint sector layout of India.
- Octagona introduced the client to potential business partners all across India.
- After the initial meetings, Octagona remained fully involved in follow up mails and calls with these potential partners.



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