



# **CASE STUDY**

# **REAL ESTATE SEARCH**

## **BACKGROUND OF THE CASE**

Our Client, a globally well-known European company specialising in colour coating metals, desired to establish a manufacturing plant in India. They sought Octagona India's help to research and present analysis on suitable locations for purchasing land keeping in mind cost, the geographical location of raw material suppliers, customers and logistical & infrastructural viability for supplying final product.

## **HOW DID OCTAGONA INDIA HELP?**

Octagona India conducted research and analysed various land options. Subsequently, it advised the client in the following manner:

- Client's customers were located in geographically diverse areas hence, it was removed as primary criteria for location search.
- Four locations located across 2 states were suggested keeping in mind supplier location, logistical feasibility for transporting raw material & final product, budget, taxation & other government incentives.
- After the above exercise, our team also sought manufacturing floor design from a client. As per the design, land was required in specific dimensions, hence, land pieces matching the requirement were catalogued. Our team conducted a field trip to study the actual infrastructure and land following which a field trip for Client to visit each location was arranged.
- A comparative cost analysis in Indian National Rupees and in Euro (local currency of the Client) was prepared and presented to Client.

## **FINAL OUTCOME**

Our analysis helped in pinpointing the exact merits and demerits of each location. Based on the information provided by Octagona India, the Client was able to choose the most cost-effective, logistically efficient and infrastructural viable land for its manufacturing plant.



**ADDRESS**

411, DLF Tower B, Jasola District Centre,  
New Delhi - 110076, India

**EMAIL**

[a.kumar@octagona.com](mailto:a.kumar@octagona.com)

**WEBSITE**

[www.octagona.co](http://www.octagona.co)

**SKYPE**

[a.kumar@octagona.com](https://www.skype.com/people/a.kumar@octagona.com)

**TELEPHONE**

(+91) 11 4152 5077

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