



## **CASE STUDY**

# **POTENTIAL PARTNER SEARCH**

## **BACKGROUND OF THE CASE**

Our client is a family owned company in Italy with more than 60 years of business experience in manufacturing of high-quality kitchen hobs and ovens. Our client has a very respectable name in the Italian Kitchen Industry, exporting to various parts of Europe, Gulf and Middle East countries, Australia and Russia. The company has a manufacturing unit in Italy and is ranked among the top manufacturer's in their sector in Italy.

## **HOW DID OCTAGONA HELP?**

Octagona was given a mandate to find the potential partner for this company in India and to advise India entry strategy formulation.

Octagona executed the following steps to meet the client requirements:

- Prepared the long list of kitchen appliances companies. Email/calls to check the synergies between our client and local companies.
- Plan and execute the trip
- Initiate meetings with local companies
- Provide the debriefing at the end of the trip
- We also assisted in formulating the Indian entry strategy formulation.

## **FINAL OUTCOME**

- Octagona introduced the client to potential business partners across India.
- After the initial meetings, Octagona remained fully involved in follow up mails and calls with these potential partners.

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

**TELEPHONE**

(+91) 11 4152 5077

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