

A global shipbuilding major decided to enter two countries on the back of intelligence that we provided

About Client: Client is a global shipbuilding company catering to governments and commercial corporations globally

Client Situation: The client wanted to identify new countries for growth for its government business focusing on naval and coastal forces. Once identified and positively validated, the client was also keen on recommendations on the best route to market, for the identified countries

Our Solution: Our strategic insights program included identification of probable high-growth countries followed by demand analysis from the Naval forces, budgetary analysis, political dynamics, market drivers, current market landscape and the pipeline for new ship acquisition, in each of the respective identified countries

An exhaustive analysis on economic and political indicators was done to arrive at a list of high-growth naval markets. These included US, UK, Canada, Australia, Oman and India. Of these countries, the client shortlisted two countries for further analysis, For each of the two countries:

- PESTLE analysis was executed to capture political play in sync with economical and technological factors impacting the naval market space
- Demand scenario mapping basis the current naval and coastal fleet
- Budgetary insights detailing the capital allocation and expenditure for naval ships infrastructure
- Market dynamics analyzing trends, drivers and inhibitors active in the country
- Competitor analysis covering local and international players with intelligence on their route to market and operational strategy for the respective countries

The insights program was executed leveraging a mix of primary and secondary research with inputs from industry experts and think tanks for the defence sector. Recommendations were provided on most strategic and promising market along with inputs on the most optimal route to market

Outcomes

- Client used our intelligence to foray into 2 countries. There is a plan to enter more geographies suggested by report
- Strategy planning time reduced to a few weeks