



An Indian Company goes International - A Success Story

Being the market leader in the domestic market is often the vision of most companies. But only some companies in the small and medium enterprises sector dare to dream big and venture into the international market. Our client, a reputed manufacturer in the **aerospace industry**, was one such company that was raring to **foray into the international arena** after having gained a solid foothold in the Indian market.

This case study talks about how KVP Business Solutions partnered with our client to widen their horizons and tap the international market.

The Client

Our client is a reputed manufacturer of **aerospace antennas**, radomes, and other composite components and is one of the very few players in the **sub-system development** area. Based amidst the picturesque backwaters of Kerala, this **mid-sized company** has clientele that includes big wigs like HAL and DRDO. After having gained a foothold in the domestic market, our client was keen on venturing out into the international aerospace arena.

Challenges

The plan was ambitious, and hence fraught with challenges. For starters:

- This was the company's **first attempt** at going international and the management was keen on doing it right the first time.
- Having catered only to the domestic market in the past, the company did not have an **in-depth understanding** of the international markets.
- Important questions like, what is the **market size**, what **segment** of the market must be targeted, who are the **prospective clients**, etc., needed to be answered.

The Client

- A reputed name in the Indian aerospace industry
- Looking to enter the global market

The Challenge

- First attempt at tapping the international market
- Lack of in-depth understanding of the international market scene
- Parameters like prospective clients, competitors, market size, etc. needed to be evaluated
- Reaching the right people in the right places

KVP Advantage

- Well experienced team with good understanding of the aerospace domain
- Well versed with developing go-to-market strategies
- Young and dynamic members
- Cost effective



KVP's Proposal

- Go-to-market vision and strategy building
- Redesign of communication and marketing collateral
- Focused marketing to improve visibility
- Lead generation activities

Create a vision statement and draw up a high-level strategy roadmap for entering the international market space



Position the company as a global player and change the corporate image to reflect the new vision



Increase visibility in the international community to improve recall value of the company



Lead generation activities using the risk-reward model including drawing up of a sales targets and roadmaps to reach out to prospective customers and improve time to market



KVP's Collaboration

KVP stepped in at this stage to provide the much needed fillip to the client's endeavor. We proposed a **four-pronged strategy** to get started with:

- Build a go-to-market **vision and strategy**
- **Redesign** all communication and marketing **collateral**
- **Improve visibility** of the company using focused marketing
- Undertake **lead generation** activities to zero in on prospective customers.

Strategy Building

As a first step, we undertook an **in-depth study** of the aerospace market, with special focus on the aero antenna segment, to understand the market size, the prospective customers, current operators in the segment, their pricing, etc. We then undertook a rigorous **SWOT analysis** of our client to bring forth the client's strengths. This enabled us to decide how to **position the company** and its products in the international market.

We then helped our client create a **vision statement** to articulate their expectations from the go-to-market strategy. Clearly specifying the vision statement helped put things into the right perspective and formed the basis for all further planning. We then drew up a **high-level strategy road map** to specify how the client can achieve their vision.

Revamp of Company Image

A complete revamp of the client's **communication and corporate image** was the next step. We proposed that the client's website and other marketing collateral be redesigned to **reflect the new, global image** of the company. We also offered to create fresh collateral in the form of **presentations, case studies** and **white papers** that would be used to connect with prospective clients in the future.

Awareness Building

Creating **awareness** about the existence of the client was the next step in the strategy. Registering with **web portals**, featuring in aerospace **magazines**, running an exclusive **PR campaign**, etc., were some of the means we proposed to

use to get noticed by the international players. Given that the client had a **limited marketing budget** at their disposal, we developed a highly focused campaign that would help our client reach out to the target audience with **minimum overheads**.

Lead Generation

Finally our lead generation experts would undertake an **extensive market study** and use the **risk-reward model** to develop a database of prospective customers for our client. While most consulting companies would pull the plug at this stage, we at KVP, continue to partner with our clients and **see them through the execution stage** of any strategy. In keeping with that, we proposed to **make initial contact** with our client's prospective customers, coordinate their interactions, and provide any kind of support to the sales and marketing teams to help them **clinch the deal** favorably.

Benefits

In short, our proposed strategy ensured that KVP would take the client through the **planning and execution stages** of their ambitious plans and also do all the necessary background work to ensure that they are **successful in their endeavor**.

If you found this case study interesting and would want to know more about how KVP can collaborate with you to improve business, then visit us at www.kvpcorp.com or write to us at info@kvpcorp.com

Benefits

- A win-win situation for the client
- KVP does the background work and guides the client as they take on the world
- KVP supports the client at all stages of planning and execution of the go-to-market strategy

