

## Case Study

# A leading Japanese Conglomerate

Service(s) offered: Pre-Investment Advisory & Market Research

Sector/Industry: Machinery



## Product Feasibility Survey for a Global Japanese Conglomerate

A Japanese company with over 140 years of presence and operations across various business lines such as energy, building and infrastructure, electronic devices, and digital solutions approached Nexdigm to understand the business dynamics associated with the Indian market, particularly concerning **Spot Welding Devices**.

Moreover, the client sought an all-inclusive understanding of the product's usage while seeking end-user feedback.

### Solution

We first set out to gather information to create a comprehensive report. A detailed analysis of the information sourced was completed using multiple **surveys and cold calls** across the entirety of India.

To conduct the surveys, we prepared an **exhaustive list of potential OEMs** and tier-one suppliers in the Indian Auto and Auto-Component Market. We then created a detailed questionnaire based on the survey information and observations.

Moreover, detailed surveys were conducted through calls and email campaigns by thoroughly explaining the objectives and reasons for the study to the respondents.

Finally, through the survey, the Nexdigm team analyzed the competitive landscape and **mapped key competitors**.

More than **50 interviews** were conducted with **OEM manufacturers, key stakeholders, and industry experts**

### Outcome

Our detailed analysis helped the client understand the popularity of non-destructive testing, especially for spot welding devices, its pricing, and the **seasonality of demand**.

Our thoroughly researched insights helped the client revamp their **product pricing strategy** for the Indian market.

For more information on this case study, please write to us at:

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You can also visit our website to know how our services resulted in tangible business benefits:

[www.nexdigm.com](http://www.nexdigm.com)