



## Case Study – 1

### Business Development & Sales Plan

The company XYZ Pvt. Ltd. is 40 years old manufacturing company based out of Pune, India. The XYZ has well set market in water flow meters product. This is a tier 3 company considering Honeywell, ABB etc are tier 1 and companies like Kronhe-Marshell is tier 2. This company constantly work on upgrading technology in their domain and, today company manufactures up-to-date high-tech products. Despite of having well set market and significant investment in technology, the financial statements don't showcase growth in revenue and operating profit. The young dynamic managing director senses the problem.

How to improve the sales with the current sales team? What is the market size? What is the demand? Is the company growing as market grow?

The company appointed ISOBEX for this consulting assignment to find answer to all such questions about the market, sales, sales performance of team and comparison with competitors.

Approach of ISOBEX is to find out symptoms before defining the problem. The revenue is not growing is a symptom of a problem. Another symptom identified is that the sales team is not going out of comfort zone; they are selling the product in already set market segment.

ISOBEX believes that the analytics is key to get the best result out of data. The comprehensive market analysis report of each segment is developed, sales trend of last 3 years, market trend of last 3 years also included to set the sales and marketing target for next 3 year and for current year. Industry analysis for new market segment product portfolio analysis and competitor's analysis are the key basis of formulating the business development and sales strategy.