

"The best way to anticipate the future is by understanding the present"
- John Naisbitt

ISON CONSULTING



Strategic Consulting Case Study

Market Strategy for Passive Infrastructure

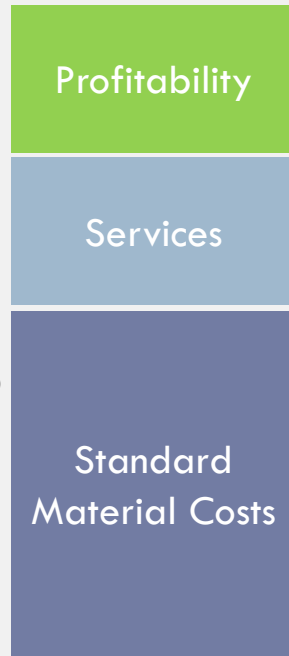
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A new entrant with a low-cost USP on Towers & Shelters manufacturing wanted to define a sales strategy for India and explore entry into other relevant markets

Client's Situation Analysis

- Reduced Cost and Space due to innovative Shel-Tower design of designing towers up to 21 Mtrs atop the shelter
- Optimization due to new approved Solid Rod tower structure compared to traditional angular, tubular or hybrid. Solid Rod reduces surface area making wind resistant & increasing longevity
- Twin shelter model of separating electronic equipment from batteries gives high energy saving Opex advantage
- Client felt they could offer a reduced price on lesser space required to Operators & Tower Companies

Existing Market Price



Traditional Method Tower/
Shelter Build



Client's New Method Tower/
Shelter Build

New Price

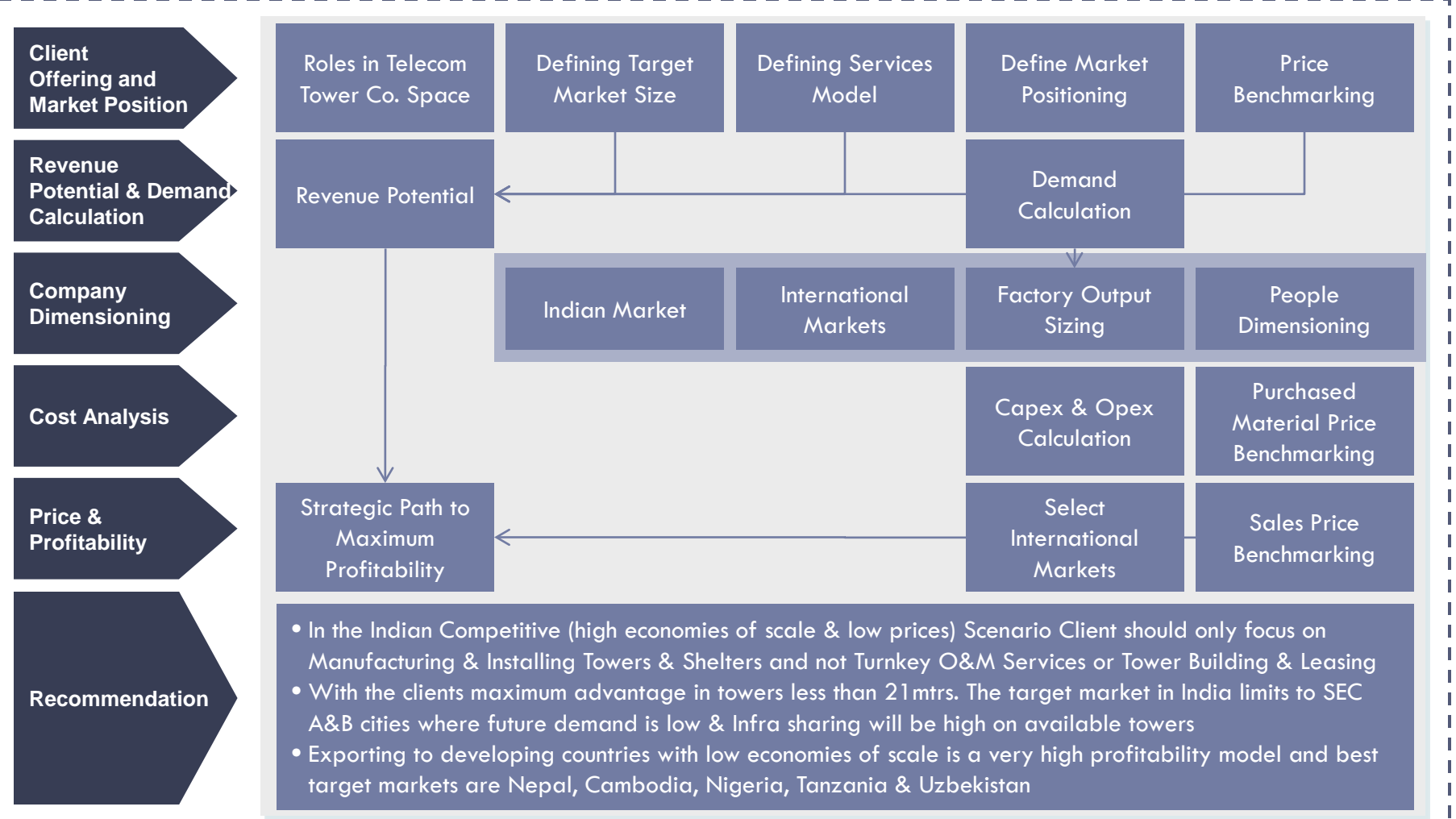
ISON Consulting Scope

- Cost Benchmarking of Standard Materials & Services to maximize profitability
- Indian Market Size Analysis for towers less than 21 Mtrs. To define best target customers
- Price Definition that would present a best Business Case for Indian Operators
- International Study of price benchmarks across developing countries and rebuilding cost case to estimate profitability while offsetting exporting costs with Indian economies of scale. Establish target International markets
- Analyze business case for entering Turnkey Tower Services domain
- Analyze business case for becoming a Passive Infrastructure Leasing Company

Market Strategy for Passive Infrastructure

ISON used our team's past experience to help the client save 15% in their cost structure while a price benchmarking revealed that in the present scenario other markets would give better ROI than India

Working Model Methodology



Thank You

Feel free to Contact:

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