

Knowledgefaber

Emerging Opportunities - Emerging Economies

Situation: The client is an engineering service provider. It was trying to position itself as a global leader for offshored engineering services. Company already had several clients from various industries and was looking to expand further.

Process, Insight and Advice:

Knowledgefaber looked at top engineering service outsourcers and identified what kind of work they are outsourcing and they cater to which geographical locations. Knowledgefaber worked closely with client to develop and execute a successful business development strategy. Knowledgefaber presented a range of existing clients, outsourcing service providers, type of work done by each of them and kind of projects outsourced. Knowledgefaber identified important expectations of companies with regards to capabilities and price, shared this information with client teams so that appropriate actions could be taken to meet these expectations.

The final output was a combination of report for strategy team and coaching of the BD/Sales team.