

ENTRY STRATEGY FOR A WORLDWIDE INSTRUMENTATION MAJOR

A European instrumentation manufacturer with dominant presence worldwide in the Leak Detectors and Vacuum Control Equipments was considering the feasibility of and a strategy to have a direct presence in India. **Inl Consulting** (INI) helped it to assess the current and future market potential, gathered in-depth feedback from its current and potential customers in India, and developed a comprehensive Business Plan for its direct entry into the Indian Market.

In the current phase, INI is assisting this worldwide instrumentation leader in the setup of its Indian subsidiary.