



SANNAM S4

MARKET ENTRY SIMPLIFIED

Professional Trade Association

Developing a Powerful Market Entry Strategy.

Service: Initial market assessment and demand estimation for training services.

BACKGROUND

The client is a not-for-profit, professional trade association.

The association offers a wide range of qualifications for those working in treasury, risk and corporate finance. It is recognised as a renowned global platform that supports and represents its members.

The training program under consideration was at a tier I entry level, enabling participants to gain membership of the association. This program introduces the core technical concepts, integrating them in a way that is relevant and portable between roles, organisations and locations worldwide. It is a time and cost-efficient way to understand the mechanics, language, principles and techniques of the profession.

BUSINESS REQUIREMENT

The client's overarching objective was to expand into specific emerging markets. They were looking to India as a potential market based on ease of language (English) and the opportunities for developing their operations in the local market. Their objectives were:

- To foster a strong community of B2B and B2C advocates for the profession in India.
- To introduce their education and training products/services into the Indian market on a commercially sustainable basis.
- Globally, to be recognised as a premier professional body.

Initially, they needed to gain knowledge of the market and validate the demand for their products/services. They also needed to understand:

- How to motivate Indian professionals to enroll for their training programs?

- How to get the corporate sector to support this initiative (i.e., corporate programs and/or sponsoring employees)?

The client partnered with Sannam S4 to support them in developing their market entry strategy into India.

SOLUTION

Sannam S4 provided the following services:

- **Market opportunity assessment:** A database was created of the top 100 companies which have the profession as core to their organisation. The short-listed organisations were classified on the basis of the size and structure of the relevant department.

Our research revealed a sizeable market for the client's products and services in India. We conducted personal interviews with key Financial and HR Directors from the shortlisted companies. We documented the hiring trends across the profession including talent availability, key responsibilities of the function in India, cost of hiring, training initiatives and training qualifications preferred by the industry.

- **Training program pilot:** We then conducted a short-term test training program to validate our earlier findings, before developing an entry plan.

Sannam S4:

- Identified target organisations suitable for employer engagement in short-term training.
- Developed a database of the top 25 companies across multiple sectors.
- Developed an effective pricing strategy.
- Secured eight different firms, each nominating 20 professionals, to participate in the trial.

We managed the entire training session and were responsible for registrations, collection of fees, general

logistics, trainer accommodation/travel, expense management, etc. for all short-listed companies.

After completing the course, participants were eligible to enroll for the entry-level program at a discounted rate.

- **Symposium:** We organised a symposium of corporate advocates, who had sponsored the first training sessions, together with other shortlisted corporate prospects. The aim was to generate more sponsorship opportunities.

Sannam S4:

- On behalf of the client, introduced their training

offer to high profile industry associations such as FICCI (Federation of Indian Chambers of Commerce and Industry), CII (Confederation of Indian Industry) and other key membership organisations.

- Engaged with other professional membership bodies to promote the client's activities and forge partnerships, keeping them informed of planned activities and short-term training, through to member engagement and other events.

As a result, we found that there was a constant requirement for trained treasury personnel.

RESULTS

Sannam S4 delivered:

- **Strengthened brand visibility:** Our efforts have raised the client's profile and reputation in India. The pilot program supported by employer engagement has created a pathway for the client's education and training products and services into India.
- **Validated demand for the qualification:** Key organisations acknowledged the value of the client's training program and certification.
- **Profit generation from the pilot training program:** The pricing expectations were met and the training was a success. This indicated that organisations in India were willing to pay for valuable knowledge and skills building.
- **Identified potential product modifications:** The research identified the key areas of training modifications needed to suit the local market. The client received direct feedback from the participating companies, which enabled them to modify their service to meet local market conditions.
- **Repatriated profits:** We supported the client repatriate the profits earned from the training sessions.

ABOUT SANNAM S4

Sannam S4 helps international businesses enter, establish and prosper in India. Our business model is unique in that from the outset we proactively seek new revenue opportunities in the market for our clients and then we help them implement and manage these opportunities longer term.

We also provide ongoing local business support to a number of organisations, which have been in the market for many years including business development activities, compliance and other business support services.

Our teams comprise of dedicated local and international specialists delivering market entry, company structuring, compliance, finance, tax, accounting, inward investment, partner/distributor due diligence, business development, recruitment and HR support.

In India, Sannam S4 has offices in New Delhi, Mumbai, Chennai, Pune and Bangalore.

Sannam S4 also operates in Brazil and China.

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