



CLIENT STORY | STRATEGY AND IMPLEMENTATION SUPPORT FOR LAUNCH OF A KIDS WEAR BRAND AND BUSINESS

Region :
INDIA

Consulting Services :
STRATEGY, IMPLEMENTATION SUPPORT

CLIENT SITUATION

- The client is a large diversified conglomerate with interests in healthcare, education, FMCG, Industrial design and children’s lifestyle products
- The client wishes to grow the children’s lifestyle product business into a sizeable opportunity in five years and has requested Avalon Consulting to assist it in developing and implementing strategy for the business

OUR APPROACH

- Avalon Consulting began the exercise through a diagnostic of the current business that was centred around distributing unique back-to-school products
- It was quickly discovered that such a business was not the right strategic choice as it was seasonal and the addressable market was not sizeable – hence an exploration of the apparel and footwear markets was undertaken
- Avalon Consulting built a compelling case for investing towards building an apparel and footwear business based on a market assessment, competitor benchmarking, internal capability assessment and by developing a business model and five year business plan that fed into an implementation calendar
- The client has subscribed to this recommendation and given Avalon Consulting the go ahead to set up this business and hand hold the team through to a certain scale of business over the next three years
- Avalon Consulting has set up a project management office to set up the business (covering all aspects from recruitment, product, branding to supply chain) and is working towards the impending brand launch

OUR RECOMMENDATION/ IMPACT

- Avalon Consulting has created high impact by guiding the business in the right strategic direction through timely intervention, thereby saving the client additional unnecessary investment and channelling investment and effort towards the right product verticals
- We have ensured that the strategy developed has high chances of implementation and success by taking up ownership of the business and running it on a daily basis through our sector specialists deployed on this project for an extended period of time
- This outcomes based engagement model has ensured close alignment of goals for both Avalon Consulting and the client – leading to a mutually beneficial association