

# CASE STUDY: DUE DILIGENCE

**Industry:** FMCG

**Product:** DIET SUPPLEMENTS



## Introduction

A world renowned FMCG Company wanted to expand its operations in India and accordingly wanted to initiate due diligence work across the major cities before launching its line of health products. We were asked to initiate due diligence work and submit a comprehensive report which will help the company to proceed further with its plan of action.

## Methodology

A thorough initiation of due diligence work across major cities via means of

- Survey
- Pretext purchase
- & other associated means

Simultaneously the products procured were analyzed by the investigation team so as to ascertain the availability of identified products. Further using the information gathered from the products procured, we painted a detailed portrait of the actual findings of the company which was engaged in the manufacturing of the products similar to our client.

## Conclusion

On successful procurement and analysis of products from the market, it was gathered that another company has been manufacturing and distributing similar line of health products since last decade and has a strong hold in the market.

### Business Challenge:

Before entering the consumer market in India, our client very quickly needed information about the existence of health products and diet supplements similar to the line of products planned to be launched in the country in the near future.

### Result:

The findings of our investigation enabled our client to re-consider its plan of manufacturing its line of product in the country and accordingly preserve its image of being one of the best FMCG companies in the world.

For more information:

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