

Go To Market Strategy For Collaborative Robots Business In KSA (L)

Media, Telecommunication &
Technology

REGION

India

CONSULTING SERVICES

Market assessment, new product conceptualization, new product design & features inputs

CLIENT SITUATION

- The client is a leading B2B telecom & IT solutions provider
- Client was witnessing 2 trends in the market:
 - Low productivity in the country
 - Growing emphasis on having local work force which would result in higher expenses
- Given these developments, the client wanted to explore the opportunity to venture into collaborative robots (cobots) industry from a solutions standpoint, to be able to provide value-added offerings to their end customers.

OUR APPROACH

- Analyzed the relative trends between industries in the target geography in terms of market size, industry category (small, medium, large), work force productivity, labour costs, etc.
- Benchmarked the global cobots market to understand which countries, customer segments and applications are best suited for Cobot implementation
- Benchmarked the various product categories within cobots with the industries and applications they are best suited for
- Estimated the market size for cobots by considering the benchmarks and local geography specific dynamics
- Defined potential business models (capex and opex based) tailored to specific customer segments
- Developed a financial-analysis based business plan with related risk mitigation measures to scale up operations for these business models
- Identified potential partners and initiated discussions to forge go to market relationships

OUR RECOMMENDATION/IMPACT

- The client was able to evaluate the cobots business as a potential to increase productivity for end clients and position themselves as contributing to the larger goals of the country