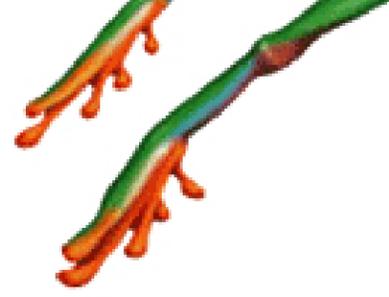


LEAPFROG'S KNOWLEDGE NUGGETS



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Successful India Entry

Entering emerging markets, particularly a complex one like India can seem challenging and the initial investigation and planning even more so. In the first of our newsletter series on "Successful India market entry", we present insights and practical tips on a couple of the common minefields in the entry process.

Considering an India market entry? Read on. You'll be equipped with some of the practical knowledge required to get going.



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Emerging market sizing tips from seasoned experts

Useful Idea: Do's and don'ts for accurate market estimation, a step which is easy to get wrong in emerging markets which are often under-measured. ❖❖

Source: *Global intelligence Alliance*



Cracking the complex distribution landscape

Useful Idea: Traditional trade - family owned, small stores are a big part of the distribution landscape and American companies entering India need to learn how to win with them. ❖❖

Source: *Mckinsey Quarterly*



Distribution trends in the foods sector

Useful Idea: Do's and don'ts for accurate market estimation, a step which is easy to get wrong in emerging markets which are often under-measured. ❖❖

Source: *Just-food.com*



De-risking the emerging market foray

Useful Idea: Get a sense of the key risk areas and how companies can plan ahead to minimize the same. The section on JV selection and local partner management is particularly useful. ❖❖

Source: *Deloitte*

Leapfrog Strategy Consulting partners clients to create actionable solutions to their marketing and branding challenges. With co-founders located in the US and in India, we are well-placed to assist US firms exploring the India opportunity for their brands and business.

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