



# New Market Assessment

## Pre-Launch Market Assessment for a Client<sup>1</sup>

### Background to the Project

The Client is **India's first D2C Unicorn** engaged in the delivery of meat, fish and meat products. They operate in over 25 cities in India and are rapidly expanding into new cities. Present in raw & fresh meat & seafood, marinades and ready-to-cook categories, the company was built with a vision to emerge as India's most loved meat food brand by offering premium quality products.

The Client was keen to extend their footprint across the country and ECG was engaged to conduct New Market Assessments for specific new markets they wished to enter. Over a period of **8 months**, ECG has successfully conducted assessments of **7 new cities**.

The studies were conducted by ECG to understand the **usage and attitude towards meat consumption** of the residents, identify the **Reasons to Buy** (RTBs) of the potential customers, and determine the **right product catalogue** and **marketing approach** to each city.

### ECG Approach

ECG's extensive study across the **7 cities** covered understanding the **consumption and purchase behaviour** of the residents, the **culture and traditions** of each city and also the **existing ecosystem** in place for meat and seafood procurement. In each city, our team engaged with **~50 to 60 residents** belonging to mutually agreed upon demographic apart from key stakeholders such as **vendors** and **chefs**. This was bolstered by targeted desk research to understand each city's food culture and competitive landscape. The responses were analyzed to distill the key insights and segmented demography wise to provide the Client actionable recommendations.

## Key Insights

We are not at liberty to share any Key Insights as we are still under an active NDA.

## Project Outcomes

Key Insights from the Study enabled us to provide the Client with city-wise '**launch & marketing strategy**' and recommendations on **managing local competition** and **branding**.

## Project Timelines

The multi-state, multi-city project was delivered over **28 weeks**. The Client decision was facilitated through periodical updates, and multiple Interim Reports enabled the Client to action decisions swiftly in each city for which Key Insights were shared.