

# **MARKET RESEARCH**

For a Company Specialized in the Trade of Rare Coins



CASE STUDY

2020

# COINS ARE, EVEN IN AN AGE OF INCREASINGLY CASHLESS PAYMENT METHODS, STILL A RELIABLE AND POPULAR ASSET CLASS.

#### **CLIENT**

Being one of the **largest coin trading companies in the world,** our client has a long tradition in coin trading dating back over 100 years.

#### **SCENARIO**

As a major player in the worldwide coin market, our client wanted to **enter the**Indian Market. However, they had little

knowledge about the market and also had a need to engage with a reliable and talented local Market Research expert.

# **SOLUTION**

Borek Solutions offered to address the need through Web-Research approach combined with its natural advantage due to its own exposure to Indian languages, business culture and market reach.

### **TEAM**

The team consisted of **web research experts** including **business analyst, research manager** and **research executive** was deployed to assist the client in every possible way.

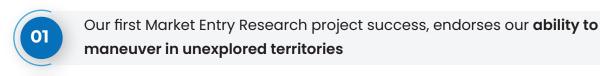
# **IMPLEMENTATION**

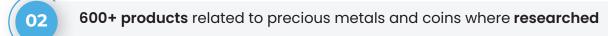
Borek Solutions implemented the solutions across following phases through the team deployed for the client:-

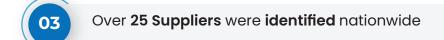
- Research Structuring: Road-map development and finalization for the research
- Data Collection: Search & aggregation of data across each points-of-interest
- Data Validation: Validating data against conditions set during structuring phase
- Analysis: Analysis of validated data based on pre-defined approach
- Drawing Conclusion: Based on outcome of analysis
- Recommendation: Actions recommended based on overall analysis

Post completion of all the phases the research docket was presented along with relevant reference material

# **HIGHLIGHTS**













#### **KEY BENEFITS**

A **complete overview** of the Indian market was established

In-depth **insights** into the competitors strengths and weaknesses **helped understand** key aspects of **entry-level barriers**  An extensive **SWOT Analysis** of the Market proved to be a **key decision making factor** 

Borek Solutions research insights benefited client to **objectively capture** the **current market demands** for their products and services

# **BOREK ADVANTAGE**

- Borek Solutions Indo-German DNA and comprehensive team model stand out from the crowd
- Our clients enjoy greater flexibility to build extended teams while increasing value focused engagement for their clients
- Borek Solutions operate across timezones with our 24x7 teams and infrastructure.

- Borek Solutions access to, practically,
   unlimited resource pool makes it a champion of unparalleled turn-around-times
- Our experienced resourcing specialists make sure that each team member is carefully selected to address unique needs of our clients





Borek Solutions, a division of Borek IT Sourcing Pvt. Ltd., is part of a German, family-owned group, serving clients in building teams across a wide range of competencies.

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