



BOREK
SOLUTIONS

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

- 01 Our first Market Entry Research project success, endorses our **ability to maneuver in unexplored territories**
- 02 **600+ products** related to precious metals and coins where **researched**
- 03 Over **25 Suppliers** were **identified** nationwide
- 04 **150+ Potential Clients** were **researched** nationwide
- 05 **Over 50 Competitors analyzed** nationwide
- 06 An Average of **40 locations** were **mapped** monthly

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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