



technopak

# credentials

AUG 2017

[www.technopak.com](http://www.technopak.com)

India's leading consulting firm.....

India's leading consulting firm.....

**a trusted advisor for clients across countries.....**

a valued partner.....

India's leading consulting firm.....

a trusted advisor for clients across countries.....

## our focus sectors

---

retail, consumer products & e-tailing

fashion - textile, apparel & engineering

food services & agriculture

education

healthcare

India's leading management consulting firm with more than 20 years of experience in working with organizations across consumer goods and services.

Founded on the principle of "concept to commissioning", we partner our clients to identify their maximum-value opportunities, provide solutions to their key challenges and help them create a robust and high growth business models.

# who are we

We have the ability to be strategic advisors providing customized solutions during the ideation phase, implementation guides through start-up assistance, and be a trusted advisor overall.

Drawing from the extensive experience of close to 125 professionals, Technopak focuses on five major divisions, which are Retail, Consumer Products & E-tailing; Fashion (Textile, Apparel & Engineering); Food Services & Agriculture, Education, and Healthcare.



# what we do

**Business Strategy:** Assistance in developing value creating strategies based on consumer insights, competition mapping, international benchmarking and client capabilities.

**Start-up Assistance:** Leveraging operations and industry expertise to 'commission the concept' on turnkey basis.

**Performance Enhancement:** Operations, industry & management of change expertise to enhance the performance and value of client operations and businesses.

**Capital Advisory:** Supporting business strategy and execution with comprehensive capital advisory in our industries of focus.

**Consumer Insights:** Holistic consumer & shopper understanding applied to offer implementable business solutions.



# member of Ebeltoft group

Technopak is a member of the Ebeltoft Group, a network of International Retail Experts with presence in 22 countries. The Ebeltoft Group has provided a gamut of services to the retail sector players, including strategic planning, retail concept innovation, store design, product management etc. in its 20+ years of existence.

The worldwide presence of its members allows the Ebeltoft Group to tap into each member's regional expertise, which is an asset to other members in their global endeavors. The Group's long experience is reflected in the range of the services it offers in the retail consultancy domain, some of which are enumerated below:

- Cross-channel strategies and management
- Retail internationalization and growth strategies
- Retail due diligence and target screening
- Shopper marketing development
- Category management and merchandising
- E-commerce and digital strategies
- POS analysis and optimization
- Franchise development and management
- Supply chain management and operational optimization
- Human resources and sales force training
- Strategic analysis and planning
- New retail concept development
- Retail and product Branding
- Product launch and repositioning
- Store planning and design
- Customer/market research and global research studies
- Site selection, benchmarking and market sizing
- Customer satisfaction and CRM Management
- Mystery shopping programs
- Retail tours and urban revitalization

More information on the Ebeltoft Group may be obtained at: [www.ebeltoftgroup.com](http://www.ebeltoftgroup.com)





a snapshot of services across divisions

---



# retail & consumer products

## **Business Strategy**

Assisting in developing value-creating strategies based on market and industry insights, competition mapping, International benchmarking, and client capabilities

- Organic Growth Strategy
- Growth through Partnerships, JVs, and Mergers & Acquisitions
- Market Feasibility Study
- Brand Strategy and Portfolio Management
- Competitive Benchmarking and Strategy Development
- Real Estate Planning

## **Performance Enhancement**

Analyzing operations and management of change to enhance the performance and value of client businesses

- Productivity Enhancement
- Merchandising and Category Management
- Sourcing and Supplier Management
- Category Management
- Multi-Channel Management
- Distribution Effectiveness
- Pricing, Promotions, and Range Architecture
- Private Label Programs
- Transformation and Change

## **Start-up Assistance**

Leveraging operations and industry expertise to 'commission' the 'concept' on a turnkey basis

- Project Management
- Sourcing and Buying Implementation
- Organization Design and Creation
- Supply Chain and Logistics
- Retail Operations Framework
- Post Implementation Assistance
- Franchisee Identification
- Innovation and New Product Development
- Distribution Framework
- Marketing Strategy

## **Capital Advisory**

Supporting business strategy and execution with comprehensive capital advisory in our industries of focus

- Mergers & Acquisitions
- Due Diligence – Commercial

## **Consumer Insights**

Applying holistic consumer understanding to offer implementable business solutions

- Shopper Insights
- Trends Insights
- Design and Innovation Insights
- Marketing Communications
- Advertising and Promotions Effectiveness



## services we offer in **e-tailing**

# expertise in the sector of e-tailing:

### **Market and Category Assessment**

Based on trade dynamics, competition mapping, and consumer insights, we provide you comprehensive assessment of each category in the online and brick & mortar space for developing value-generating strategies for your business

- Market Size, Growth, and Segments Assessment
- Category Assessment
  - » Category Size and Growth
  - » Category Segmentation
  - » Seasonality Study and Calendar Plan Development
  - » Sizing Standardization
  - » Value Chain Mapping

### **Consumer Insights**

We gather a deep understanding of consumer behavior, opinions, and needs. Through these holistic insights of online and offline consumers we are able to offer effective business solutions and valuable inputs for developing value-generating strategies for your business

- Online Consumer Segments Identification
- Shopping Behavior Analysis

### **Private Labels Strategy**

With a strong understanding of the Indian and international market in the Textile & Apparel space, we have been highly successful in providing various clients with tailor-made solutions. We provide comprehensive support in developing and implementing private labels strategy in the lifestyle and apparel space

- Private Labels Strategy (lifestyle space)
- Private Labels Implementation (apparel space)
  - » Sourcing Centers Identification
  - » Vendors Identification and Evaluation
  - » Vendor Tie-up Facilitation

### **Performance Enhancement**

Based on our experience and understanding of working with e-tailers, we provide the following solutions to assess and improve your fulfilment operations:

- Warehousing Operations and Inventory Control
- Packaging Material Assessment
- Logistics and Delivery Optimization



end to end solutions  
services we offer in **e-tailing**

### **B2B Opportunity**

Through our strong understanding of retail trade dynamics across urban and rural India, we provide effective business solutions and valuable inputs with which to develop strategies for your online B2B business

- Online B2B Opportunity Assessment
- Target Group Identification
- Business Model Development

### **Capital Advisory**

We develop value-creating solutions based on our wide reach, financial expertise, and extensive research capabilities. We help in providing support for formulating business strategies and executing them. The capital advisory services we offer include:

- Commercial and Operational Due Diligence
- Strategic Alliances Facilitation

### **Start-up Assistance**

We develop concepts to meet business objectives and leverage our operations and industry expertise to “commission the concept” on a turnkey basis

#### **A. Concept Formulation**

- Positioning and Target Segments Definition
- Products and Services Definition
- Business Volume Estimation
- Geographic Reach and Fulfilment Model Feasibility
- Operating Model Development
- Financial Planning

#### **B. Implementation Assistance**

- Overall Project Management
- Service Providers Selection
  - » Web design and IT services agency
  - » Marketing agency
- Business Partners Selection
  - » Logistics partner
  - » Payment gateway partner
- Organization Design and Creation
- Beta-site trial run



# fashion

textiles & apparel operations

## Fashion & Textile

### Strategy and Planning

- Business Entry
- India Entry and Partnerships
- Growth and Diversification
- Industry Studies - Benchmarking Trends etc.

### Mergers & Acquisitions/JVs

- Partner Search
- Due Diligence
- Investment Evaluation
- Partnership Structure

### Training

- Skill Enhancement
- Soft Skills
- Managerial Development

### Textile Operations

- Project Management Consultancy (PMC)
- Construction Management Consultancy (CMC)
- Technology Selection
- Techno-economic Feasibility Report
- Lean Management

### Public Private Partnership

- Mega Cluster Development
- Skill Development
- Textile Parks

## Apparel Operations

### Performance Improvement

Leveraging techno-managerial expertise for overall performance enhancement of client's manufacturing facility; focus on development and implementation of result-oriented strategy

### Start-up Assistance

Starting up apparel manufacturing businesses and plants, leveraging operations and industry expertise to 'commission' the 'concept' on a turnkey basis

### Skills Development

Leveraging technical expertise for setting up operator training centers based on scientific methodology



# food & beverage

## **Business Strategy**

- Opportunity Assessment
- Identify Profitable Growth Opportunities
- Evaluate Competitive Market Position
- Predict and Plan for Growth
- Prepare Well-informed Business Plans
- Operating Model Assistance

## **Unit Economics Improvement**

- Identify Concept Strength and Weaknesses
- Revitalize Concept Positioning
- Evaluate Menu, Price, Format and Location Strategy
- Develop Plan to Reach Out to New Consumer Groups
- Improve Inventory Management
- Evaluate and Rework Restaurant Employee Practices
- Conduct and Establish Restaurant Audit Process

## **Concept Development**

- Conceptualize Ideas
- Market and Consumer Feasibility Study
- Define Consumer Profile
- Develop Menu and Price Offering
- Project Growth Plan
- Develop Detailed Business Plan
- Prepare well-informed Business Plans

## **Implementation Assistance**

- Manage Project Schedule
- Coordinate on key activities like branding, IT system, supply chain, organizational structure
- Develop Operations and Training Modules

## **Consumer Insights**

- Trend and Consumption Insights
- Shopper Insights
- Segmentation Studies
- Product Testing



# food & agriculture

## **Business Strategy**

- Opportunity Assessment
- India Entry Strategy/Market Entry Strategy
- Competitive Assessment
- Business Plan Development
- Business Expansion Plan

## **Supply Chain Assessment**

- Supply Chain Strategy
- Inventory, Warehouse and Logistics Management
- Process Re-Engineering

## **Performance Audit**

- Revitalize Business Positioning
- Evaluate Product, Price, Market, and Location Strategy
- Address Opportunities for Improvements
- Conduct and Establish Plant Audit Process

## **Turnkey Solutions**

- Feasibility Studies, Business Planning
- Technology/Machinery Selection
- Product Selection and Development
- Implementation Support

## **Sector Opportunity Scan**

- Industry/Sector Specific Snapshot
- Define Processing Mix or Crop Mix
- Marketing and Procurement Planning
- Equipment, Machinery and Infrastructure Planning
- Land Use Planning
- Develop Detailed Business Plan

## **Implementation Assistance**

- Project Management Consulting
- Construction Management Support

## **Partner Search**

- Business Strategy for the Local Market
- Identify and Shortlist Prospective Partner
- Schedule Meetings
- Signing of MoU and Partner Selection

## **Sector/Consumer Insights**

- Trends and Consumption Insights
- Segmentation Studies
- Product Testing



# education

## **Business Strategy**

Assisting in developing value creating strategies based on consumer insights, competition mapping, international benchmarking, and client capabilities

- Entry Strategy
- Organic and Inorganic Growth Strategy
- Financial and Operational Modeling
- Marketing Strategy
- Innovation Strategy

## **Implementation**

Leveraging operations and industry expertise to 'commission' the 'concept' on a turnkey basis

- Project Management and Program Co-ordination
- Support for setting up Infrastructure
- Product Conceptualization and Development
- Support in Hiring Leadership Team

## **Partnerships**

Identifying and creating national and international partnerships across segments of Education

- Partnership Structuring
- Due Diligence of Partners
- Negotiations for JVs and Management Contracts

## **Capital Advisory**

Supporting business strategy and execution with comprehensive capital advisory services

- Due Diligence - Business
- Fundraising

## **Impact Assessment**

Assessment and Audit of running programs

- Assessment of Schemes and Policies
- Audit of projects
- Advisory on course to meet objectives





# healthcare

## **Business Strategy & Start-up Assistance**

- Market Entry Strategy
- Competition Mapping
- Expansion into new Product Lines/Geographies
- Clinical Service Line Expansion/Addition
- Competitive Strategy
- Vision Development
- Identification of Competitive Advantages
- Mid- and Long-term Strategic Direction
- Action plan and implementation Assistance
- Financial Modeling
- Resource Prioritization and Strategic Capital Planning

## **Market Assessment**

- Feasibility Studies
- Market Forecasting
- Location/Geographic Positioning and Network Development
- Volume Projections and Need Analysis
- Competitive Scenario Analysis
- Provider/Payer Implications
- Clinical Business Assessments and Market Positioning

## **Partnerships**

- Managing Service Line
- Optimizing Patient/Work Flow
- Structuring Reporting and MIS
- Benchmarking Service Quality
- Improving and Managing Clinical Programs
- Managing Procurement and Inventory
- Establishing Non-clinical (Operational) Protocols
- Healthcare IT solutions
  - » HIS (Assessment, Procurement, etc.)
  - » EMR (EHR) and Practice Management Systems
  - » PACS/RIS
  - » Enforcing Regulatory Standards
  - » Internal and External Integration

## **Revenue Management**

- Revenue Maximization Strategy
- Asset Optimization
- Cost Restructuring and Optimization
- Competition-/Value-based/ Cost-plus Pricing
- Price Sensitivity



### **Branding & Positioning**

- Positioning Communication Strategy
- Allocating Budgets
- Implementing and Managing Brands
- Outlining Customer Service Concepts
- Diagnostically Reviewing Existing Processes
- Laying down Processes and Protocols
- Assisting in CRM Systems Implementation

### **Managing Human Capital**

- Analyzing Workforce Requirements
- Developing Organizational Structure
- Developing Physician Engagement Models
- Screening Specialists for Medical, Paramedical & Managerial Categories
- Defining Training Methodologies and Employee-specific Training Modules
- Defining Criteria for Evaluation of Outcome and E-learning-based tools
- Forming and Coordinating Training Cells
- Planning and Developing Right Staffing Levels
- Performance Measurement Processes and Schedules

### **Transaction Advisory**

- Evaluating and Selecting M&A Partners
- Group Practice Formation
- Asset Divestiture

### **Due Diligence**

- Conducting Operational Due Diligence
- Assessing Financial Projections

### **Quality Management**

- Benchmarking with National and International Standards
- Balancing Scorecards
- Analyzing Customer Feedback



select clients



## our leadership team

### **Arvind Singhal**

Chairman  
arvind.singhal@technopak.com

Arvind founded Technopak in 1992 and has led the company to be the thought leader in all the sectors. He has an MBA from the University of California, Los Angeles, USA along with a Bachelor of Engineering degree from IIT-Roorkee

### **Saloni Nangia**

President  
saloni.nangia@technopak.com

Saloni is the President of Technopak. She was earlier heading the Retail & Consumer Products division. Saloni has worked on strategy and implementation in Retail and Consumer Products with clients from India, Asia, Europe, and North America

### **Ankur Bisen**

Sr. Vice President  
ankur.bisen@technopak.com

Ankur is the Sr. Vice President of the Retail & Consumer Products division of Technopak. He brings over 14 years of cross-functional experience in strategy, marketing, and business development acquired while working in India, China, and Europe

### **Amit Gugnani**

Sr. Vice President  
amit.gugnani@technopak.com

Amit is the Senior Vice President, Fashion - Textiles & Apparel and has over 19 years of experience in Apparel manufacturing. He has managed various projects involving entry strategies, business plan, feasibility studies, apparel plant start-up, business process re-engineering, etc. for leading national and international clients

### **Aurobindo Saxena**

Vice President  
aurobindo.saxena@technopak.com

Aurobindo is the Vice President and Head of Education division and has around 15 years of experience in strategy development and operations management. He is an active member of the FICCI School Education Committee and has been associated with CII Special Taskforce on Skills and Education in the past.

leading with thought & creativity

---

For further information, please contact:

**Arvind Singhal**

Chairman

E-mail: [arvind.singhal@technopak.com](mailto:arvind.singhal@technopak.com)

**Saloni Nangia**

President

E-mail: [saloni.nangia@technopak.com](mailto:saloni.nangia@technopak.com)

---

## **Technopak Advisors Pvt. Ltd.**

Registered Office: 3 Padmini Enclave, Hauz Khas, New Delhi-110 016

208, 2nd Floor, Baani The Address, 1 Golf Course Road, Sector 56, Gurgaon 122 011

Tel: +91 124 454 1111, Fax: +91-124-4541198

Corporate Identification Number - U74140DL1994PTC61818

**[www.technopak.com](http://www.technopak.com)**

Follow us on: [f](https://www.facebook.com/technopak)/technopak [in](https://www.linkedin.com/company/technopak-advisors)/technopak-advisors [t](https://twitter.com/technopadv)@technopadv

a member of the Ebeltoft Group

[www.ebeltoftgroup.com](http://www.ebeltoftgroup.com)