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CORPORATE VAULT

A Knowledge sharing initiative by Nimai Transaction Advisory Services

Dear Valued Clients, Patrons and Associates,

A very warm welcome to yet another edition of the Corporate Vault. We bring this edition at the most exciting of times here in UAE as we are welcoming the world to UAE for the marvelous EXPO 2020.

The government of UAE and its visionary leadership have demonstrated once again why the country has always been at the forefront of making the seemingly impossible Possible!! What started off as an ambitious dream in 2014, turned into a reality on 1st October 2021. We at Nimai extend our heartiest congratulations to the entire team of EXPO 2020 for making it happen. These six months are definitely packed with action in UAE.

We are seeing financial markets across the globe perform beyond expectations. However, in our conversations with clients across the diverse geographies that we operate in, the most important cause for concern for business owners is logistics and supply chain issues. Business owners across segments are facing delays in shipments leading to non-availability of stocks/inventory. The concerns around inflation which we spoke about in our earlier editions, is now a reality. I am sure all of you would have noticed the price increases in your daily use items. What started with inflation in commodity prices has now percolated down the value chain.

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BY VISHAL PANDEY

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BY SHARADA GS,
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In this edition, Vishal Pandey, Managing Partner at Glasgow Consulting and a Market Specialist shares his views on Importance of Market Sizing in Market Entry Studies. As businesses post covid look at newer avenues and markets, the insights on market entry will provide useful inputs to consider.

We at Nimai have a culture of grooming the youth and providing them with a platform full of developmental opportunities to learn and build lifelong skills. With them being the next set of leaders to take over the world, it is encouraging to hear their feedback and perspective of their experience at Nimai. In this edition, we highlight a few of them piecing together the journey of a beginner in the Corporate World through Nimai.

Ending this on a celebratory note till we meet next, the festival of Diwali is around the corner. We take this opportunity to extend our best wishes to all of you on this festive occasion. Happy Diwali!! Please continue to stay safe and healthy.



NISARG DUGAD
Managing Partner

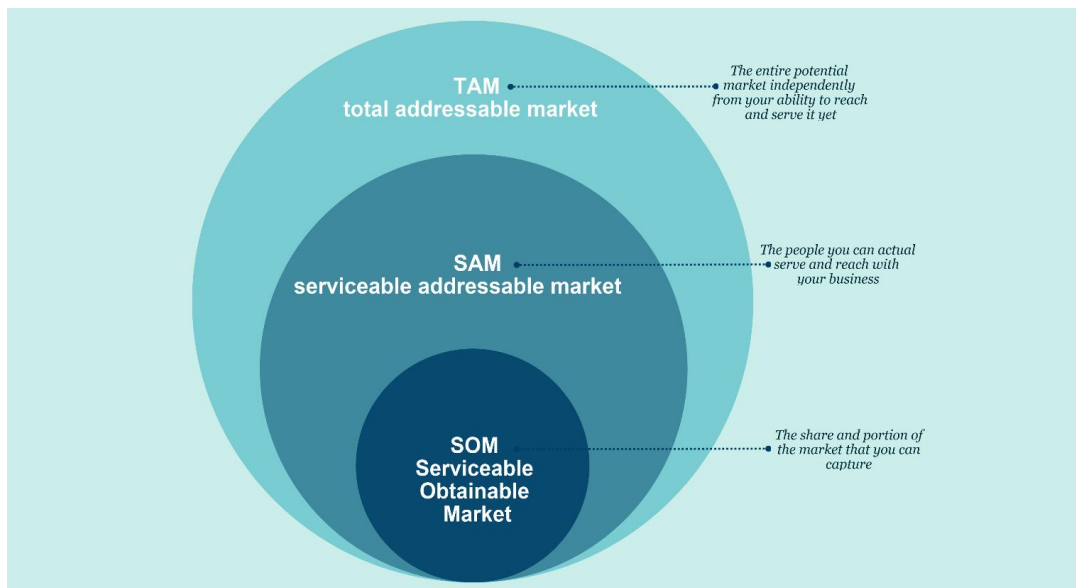
IMPORTANCE OF MARKET SIZING IN MARKET ENTRY STUDIES

How big is the market really? One of the first steps to a market opportunity analysis in a Market Entry study is to size the market. A simple enough process, it would seem. Internet sites and syndicated reports are full of industry statistics. Government agencies collect and publish volumes of data; industry associations and trade journals are prolific purveyors of articles and monoliths teeming with industry information. How big the market is, is a

simple enough question but the answer is more complicated than it appears. We've all heard the story of the two shoe salesmen who traveled to Botswana at the turn of the last century. One of them returned dejected and reported that there was no market opportunity because natives didn't wear shoes. The other returned elated that 100% of the market was available for capture. How big the market is, to a large extent, depends on how you define it.

“How big the market is, to a large extent, depends on how you define it.”

One should typically look at market sizing in three different cuts of the data.



1.

The first is what we term the “**Total Addressable Market**” or the market of overall demand that will dictate the size of the “addressable” target market. Within the addressable market, we then need to be realistic about where our client can realistically compete today in terms of existing capabilities and capacity. A larger portion of the market may be feasible later after making investments in capital equipment, personnel, or expertise, but at the time, they may not be “viable” opportunities.

2.

We perform a full competitive analysis to estimate the market share that can be captured in the near horizon or the “**Serviceable Addressable Market**” market opportunity. Ultimately, all this must be in the context of the industry environment. The “serviceable market” is further defined by gaining perspective on market size and potential through the eyes of customers and

competitors and suppliers of adjacent product and solutions. It is also calibrated by looking at alternative as well as substitute solutions. When this process is fully vetted, we can say we have defined the “addressable” market or the total market opportunity for our company. But we need to be realistic about which portions of the addressable market we can compete in today.

3.

Finally, we must conduct an honest assessment of the competitive environments to determine what portion of the viable market we can realistically expect to capture which is termed as “**Serviceable Obtainable Market**”. This is where the voice of the customer and competitive intelligence come into play. It is ultimately about our ability to craft a compelling value proposition and deliver that value effectively and competitively. But in order to make key business investment decisions, we must first be able to estimate that success in order to be able to calculate a return on investment.



VISHAL PANDEY

Managing Partner at Glasgow Consulting Group

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NIMAI: THROUGH THE EYES OF OUR YOUNG PROFESSIONALS



Sharada GS

Having done my Bachelors in Applied Accounting and ACCA, my internship at Nimai was one of the first milestones in my career. I had a vast learning experience in business development for companies in India, UK, and Italy and had a moderate linguistic growth in Italian. From analysing financial statements and investor presentations of prospective clients to making corporate presentations for the company, I got a chance to broaden my horizons constantly and apply my financial knowledge through a completely new perspective. I am truly grateful to have been part of the Nimai team.



Yashaswini Patidar

My 3-months internship at Nimai Management Consultants provided me with hands-on experience as well as a better idea about what knowledge areas and skills I should attach more importance and make further improvement to in future. I have developed many skills and have a better idea of what to expect after University. I am grateful for the connections made. It was a wonderful experience working in a professional yet interesting, fun and creative environment.



Anjana Singh

I joined Nimai with hardly any experience in financial advisory services. It was a new task & I was willing to join in as an Intern due to my experience in Business development. So I took up this role to expand myself out of my comfort zone, hoping to learn & understand an important part of any Business. The work culture in Nimai is one of the best that I have experienced. I would truly recommend many interns to join in Nimai, to get their learning experience and to take this experience on their journey forward.



Abhay Chaturvedi

Through my internship with Nimai Management Consultants, I have gained a great amount of experience and knowledge in the field of Business development for Corporate Finance, I can honestly say I have learned something new every day as an intern and was a great experience with great mentors around you to guide you.



Navya Joshey

My internship at Nimai Management Consultants as a Business Development Intern was a once-in-a-lifetime opportunity where I was motivated, inspired, and learnt something new every day. I received a wealth of knowledge and experience that I had no idea I would have before I began.

I was treated with respect and understanding from the start. There was always someone to ask for help if there was something I didn't understand.

My internship work and university assignment would frequently overlap, yet this allowed me to grow and develop. My internship has given me much insight into my skill set and confidence in my skills. It has aided in my career goals and will undoubtedly assist me in my future employment choices. After I finish my bachelor's degree, I'll be more prepared to confront the real world with the knowledge I've obtained. My experience has helped me get closer to my goals, and I'm looking forward to what the future holds!



Hafsa Sheikh

The internship experience I had at Nimai management Consultants was a worthwhile experience and I feel that it has given me a great base for my future career. It was a wonderful opportunity with a nice and supporting work environment. I got to learn a lot of new skills. I will take both the negative and positive aspects of the internship with me in applying for future opportunities.