



CASE STUDY

Market Entry Feasibility of a New Product in the Indian Liquor Industry

BACKGROUND OF THE CASE

Our client is an award-winning family-owned company in Italy with many years of business experience in liquor products. The company has continued to evolve over the years, maintaining the original quality and the traditional artisanal method used since the early years of its foundation and perfecting the techniques. It produces distillates, mainly Grappa, but also other varieties such as liqueurs, creams, and brandies (acqueviti). They client mandated Octagona to study the Indian liquor industry and explore the feasibility to enter the market sustainably.

OCTAGONA'S ROLE/HOW DID OCTAGONA HELP?

Octagona executed the following steps to meet the client's requirements:

- Prepared an in-depth market research report on Indian Liquor market by collecting primary and secondary data.
- This report included current market scenario and trends, competition analysis, price and packaging analysis, India import data (for Liquor), distribution network, marketing, and promotion study. In order to compile the report, primary data was collected by visiting local liquor shops in India and by having detailed calls with alcohol consultants, reputed restaurants and alcohol importers and an association.
- We also assisted in the formulate the Indian entry strategy formulation.

FINAL OUTCOME/IMPACT OF OUR ACTIONS AND OUTCOME.

- The report explained the current challenges in the liquor industry for a new entrant. It helped the client to understand the layout of the industry as well as the strong need for marketing budgets to push their products in India.
- Octagona also suggested a plan of action to the client which involved practical and realistic next steps.



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