

BUSINESS CONSULTING SERVICES

INTRODUCTION

Since 1987, SRG Bangladesh Ltd (SRGB) has been providing Consulting Services to clients from around the world interested in entering or expanding their business in the Bangladesh market. SRGB aims at providing unique and indispensable Business Services to assist both public and private sector clients realize their objectives in the dynamic and quick paced economy of Bangladesh.

BUSINESS CONSULTING SERVICES

SRGB conducts market research studies and feasibility studies for many of the world's largest and most successful corporations as well as for financial institutions, government agencies, international and regional research firms, international organizations, and trade associations. SRGB focuses mainly on Bangladesh industrial product and service sectors such as food & beverages, agrochemicals, energy and power, environmental technology and services, oil and gas, packaging and processing, petrochemical and plastics, telecommunications, textiles, etc.

SRGB Business Services includes all services pertaining to the gathering and assessment of market intelligence to assist clients develop an effective business development strategy to enter or further expand their business in the Bangladesh market. SRGB Business Services segment is divided into three sections:

- ❖ Business Development Strategies
- ❖ Industrial Market Research
- ❖ Technology Searches & Assessments

Business Development Strategies

SRGB assists client companies develop effective business development strategies to enter the Bangladesh market. SRGB range of business development services include:

- ❖ Acquisition & Investment Opportunity Analysis
- ❖ Feasibility Studies
- ❖ Financial & Technical Viability Studies
- ❖ Identification of Business Opportunities
- ❖ Identification and Screening of Local Partners
- ❖ Negotiation of Agreements & Contracts
- ❖ Representation & Follow-up

Industrial Market Research

One of the core businesses of SRGB is conducting industrial market research. Each industrial market research study is "custom tailored" to our client's specific needs and requirements. SRGB studies are produced by highly qualified staff in a clear, concise, and timely manner.

SRGB market studies are based on in-depth field interviews and follow-ups with key personnel in management, marketing, purchasing, sales, and technical positions at leading manufacturers, distributors, and end users. This primary information is supplemented with analysis of data obtained from company product literature and financial reports, computer databases, government agencies, industry trade journals, trade associations, and other public sources.

SRGB range of industrial market research services include:

- ❖ Market Analysis (size, trends, & shares)
- ❖ Competitive Analysis
- ❖ Product Evaluation
- ❖ Distribution Channel Analysis
- ❖ Diversification & Acquisition Analysis
- ❖ Technical Translation

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Technology Searches & Assessments

SRGB assists clients interested in acquiring, bringing, comparing, or transferring new technologies to Bangladesh. SRGB surveys given industry sector to identify and evaluate possible partners for:

- ❖ Joint Ventures
- ❖ Licensing Agreements
- ❖ Technology Transfers

INDUSTRIAL PROJECTS

Using its depth in engineering, environment, finance, and management, SRGB offers a wide array of services to public or private sector clients wanting to implement or operate their industrial projects in Bangladesh. Ranges of services include:

- ❖ Project structuring and government approvals
- ❖ Joint-venture partner screening
- ❖ Industrial site selection
- ❖ Suppliers and contractors selection
- ❖ Industrial safety audits
- ❖ Plant commissioning
- ❖ Equipment selection and process layout
- ❖ And other related services.

For any enquiries or further details, please call us.



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