

GTM for a leading global desalination major for Indian industrial water & wastewater treatment market



Objective

Analysis of market needs in industrial water and wastewater treatment to formulate a GTM strategy with respect to entry customers, partnerships and market positioning.



Our Work

Envint led the engagement through in-depth primary research and analysis of water market trends. This included

- 40+ in-depth interviews with stakeholders in industry and regulatory bodies; In-depth competition analysis and identification of gaps in service delivery
- Understanding of water and wastewater treatment needs and challenges in power, refining, chemicals, pharmaceuticals, F&B and textiles
- Understanding of gaps in service provision & improvement areas of existing companies
- Understanding of buying behavior and technology preferences with respect to discharge regulation



Impact

Client has been able to make decisions on key industries and project types that need to be focussed on. Finalization of target customers, partnerships and creation of industry specific marketing pitches.