



Research | Analysis | Advisory | Management

INTRODUCTION

Mahandru Associates - Management Consultancy

Mahandru Associates is a boutique Management Consultancy exclusively designed to actively satisfy the corporate expectations of connoisseurs in the most creative way.

At Mahandru Associates, we realize the indulgent objectives and requirements of both Investors and Entrepreneurs and strive to materialize them with the highest level of integrity and diligence to gain the maximum satisfaction in most efficient, cost effective and time-saving manner.

Mahandru Associates offers a blend of inspiring intelligence and flawless execution that grows beyond imagination. Braiding together integrated business strategies and nurturing unique campaigns, we go that extra mile to ensure that we are at the top of our game.

Our commitment to provide excellence in quality. We passionately implement, instigate and exceed expectations. Our client's trust and faith are fundamental in running our everyday operations.



Raheel Sheikh
Founder and Managing Director
Mahandru Associates

INTRODUCTION

ABOUT US

At Mahandru Associates, we are pleased to introduce our capabilities and expertise to render **Market Research & Business Analysis** services across the globe.

Our reputation is built on delivering accurate, fast and affordable research results on a nearly limitless range of products and services.

We offer the most competitive and cost effective but efficient research and analysis services with quality data and results.

Whether a business information needs; require a qualitative or quantitative approach, our business experts bring a diverse set of capability and industry experience to each engagement.

Should you have any of business analytical requirements, we would be happy to be your Only option to consider.

- Are you planning;
To Start a New Business?
- a geographical expansion of
your existing Business?
- Organizational Restructuring?
- Or Performance Analysis &
Survey?

Need Market Study / Business Plan
or Quality Audit?

Mahandru Associates is a One Stop
Shop for all your Business Needs.

SCOPE OF SERVICES

AREA OF EXPERTISE

Businesses today are competing in a highly complicated and ever-changing global marketplace hence required a deep understanding on how to navigate the competitive business dynamics. Our professionally experienced team of consultants are fully equipped to deliver what it needs to take the business growing.

Supported by the world's leading technologies and methodologies, our solutions are perfectly positioned to provide the expertise and resource to support any business.

Our service range encompasses;

- Management Consultancies
- Business Research, Analysis, Advisory, Valuation & Audit
- Market Research & Feasibility Study
- Competitor Analysis & Growth Strategy Consultancy
- Financial Advisory and Risk Management
- Franchise Program Development



WE DELIVER SUSTAINABLE RESULTS — NOT JUST REPORTS.

SCOPE OF SERVICES

MANAGEMENT CONSULTANCY

- Integrated Management System
- Financial Advisory and Risk Management
- Investment Advisory & Management
- Market Research & Feasibility Studies
- Business Consulting & Auditing
- Financial Module & Feasibility Analysis
- Performance Survey, Analysis & Reports
- Organizational Restructuring & Management
- Cost Advisory & Management
- Strategic Plans Development
- Competitive Analysis & Growth Strategy
- Human Resource Management & Consultancy
- Quality & Standardization Consultancy
- Professional & Management Trainings



“SIMPLIFY THE COMPLEXITIES”

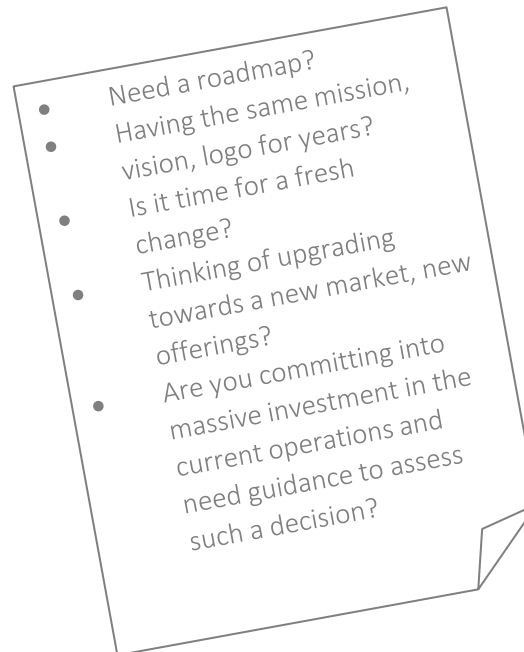


**“You Can’t Make an Informed
Decision without Information.”**

SCOPE OF SERVICES

STRATEGIC PLANNING & ADVISORY

- Strategic plans aim at developing roadmaps that navigate organization's radical / positive change, which support long term sustainability and prosperity.
- A "strategy" defines the change by aligning all activities, efforts, resources, operations and values, that eventually drive financial results.



SCOPE OF SERVICES

BUSINESS PLAN

- Already in business but the vision is blurred?
- The market is changing around, and you want a structured way to understand what your clients are up to and what is their perspective of your products and services?
- Or you didn't start your business and don't have a clear vision on how to operate ? The business plan is the solution for you

Business plans represent the blueprint that defines the major elements of running a business, initiative or a project as it gives answers to questions like:

- What kind of resources needed?
- What are the lines of communication and detailed organizational structure?
- What marketing activities and tactics required to achieve goals?
- What is the action plan to carry out the strategy and what are the Key Performance Indicators - KPI?
- What is the overall financial plan & financial assessment for the upgrade plan?

A business plan is usually sub categorized into the marketing plan, the human resources plan, operational plan and the financial plan.

A Goal without a Plan is Just a Wish !!!



SCOPE OF SERVICES

FEASIBILITY STUDIES

Whether the decision is to;

- expand to new markets or segments,
- start a new venture
- or
- initiate a new product line

the best approach to assess & arrive at the best decision is via feasibility studies.



Feasibility studies give answers to questions like:

1. What are the risks? Moreover, what is the expected return?
2. How good is the demand? How bad is the competition?
3. What profit margins to expect for the next five years in the best approximation?
4. After investing money, how much time needed to break even?
5. What is the business net value in the present given all supply and demand factors?
6. What is the primary layout of the new operations? Where to be located? Whom to hire?

SCOPE OF SERVICES

FEASIBILITY STUDIES

A new business line, or just an idea that needs to have a clear framework, a feasibility study is the major tool that you should start with. A feasibility study gives answers to questions like:

- Does it worth it to invest my money in that line/ market?
- What is the risk I'll be facing and what is the return that I should earn on that risk?
- How good is the demand? How bad is the competition?
- What profit margins will I be seeing for the next 5 years in the best approximation?
- If I invested my money, how much time do I need to breakeven?
- What is the business net value in the present given all supply and demand factors?
- What is the major layout of my operations? Where will I be? who will I hire?

A feasibility study gives answers to several questions through smaller studies: the market study, the technical study and the financial study.



SCOPE OF SERVICES

MARKET RESEARCH

- ✓ Why do the market research?
 - **To stay ahead of trends:** All industries within all markets keep changing, hence all market player organizations will want to stay ahead of trends. It is essential for any successful organization to understand the market and relevant needs and wants. Any entity that fails to address such issues may become exposed to failure.
 - **To assess the market:** Some new projects and startups need to assess the business idea at a very initial stage in order to get a sense of the market and decide whether to go or not. Such group is not interested to run through the whole feasibility study and is only interested to explore the market with deep investigation and analysis.
- ✓ Our approach in market research focuses on deploying such tools to get rich data that is later analyzed thoroughly for the best meaningful insight.
- ✓ Market studies help in addressing the trends and needs of the market through;
 - Secondary research (desk research)
 - Primary research (surveys, focus groups, mystery shopping and interviews).

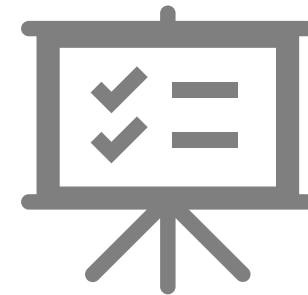
We strongly believe in primary data collection as a solid channel for reliable data. Our approach focuses on deploying tools like quantitative and qualitative surveys, focus groups and interviews as they allow us to get rich data that is later analyzed thoroughly for the best meaningful insight



SCOPE OF SERVICES

MARKET STUDIES

- ❖ You need to comprehend the market but don't want the whole feasibility study? Want a survey, some interviews and focus groups to understand the target market's opinion and insights?
- ❖ Want to know what would the potential customers think of your idea? Moreover, what will affect the decision to buy from you in the future?
- ❖ All markets and sectors keep changing, and business owners and interested entrepreneurs will want to stay ahead of the trends.
- ❖ It is critical for any successful business to understand the market and the needs and wants out there, the moment a business fails to address such issues is the moment when failure becomes a reality!
- ❖ Market studies help you in addressing trends and needs of the market through secondary research (desk research) and intensive primary research (surveys and interviews).



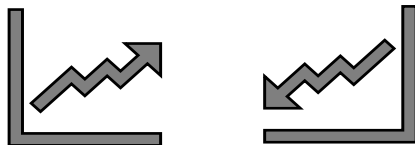
SCOPE OF SERVICES

BUSINESS VALUATION

- Business Valuation refers to the quantitative estimation of a running business for investing and disinvesting decisions. Estimating a project's intrinsic (fair) value is vital under different circumstances including:
 - Changes in ownership structure
 - Entrance or exit of an existing business
 - Attract new investors into the venture
 - Analyzing forecasts in the light of today's facts is essential to find the intrinsic value of your business.
 - Whether the change entails seeking investors or restructuring particular; current ownership structure, it is essential to be equipped with important documents like investment pitch presentations and/or investment perspective.



This where we will be helping as a core area of expertise.



SCOPE OF SERVICES

FINANCIAL PLANNING

Attending to client's needs is the top priorities of all missions; hence, unique customization to the usual scope is achievable.

Some clients have full market insights and know how to operate but cannot articulate a financial model or a budget.

We will tailor our service to include a financial plan only.





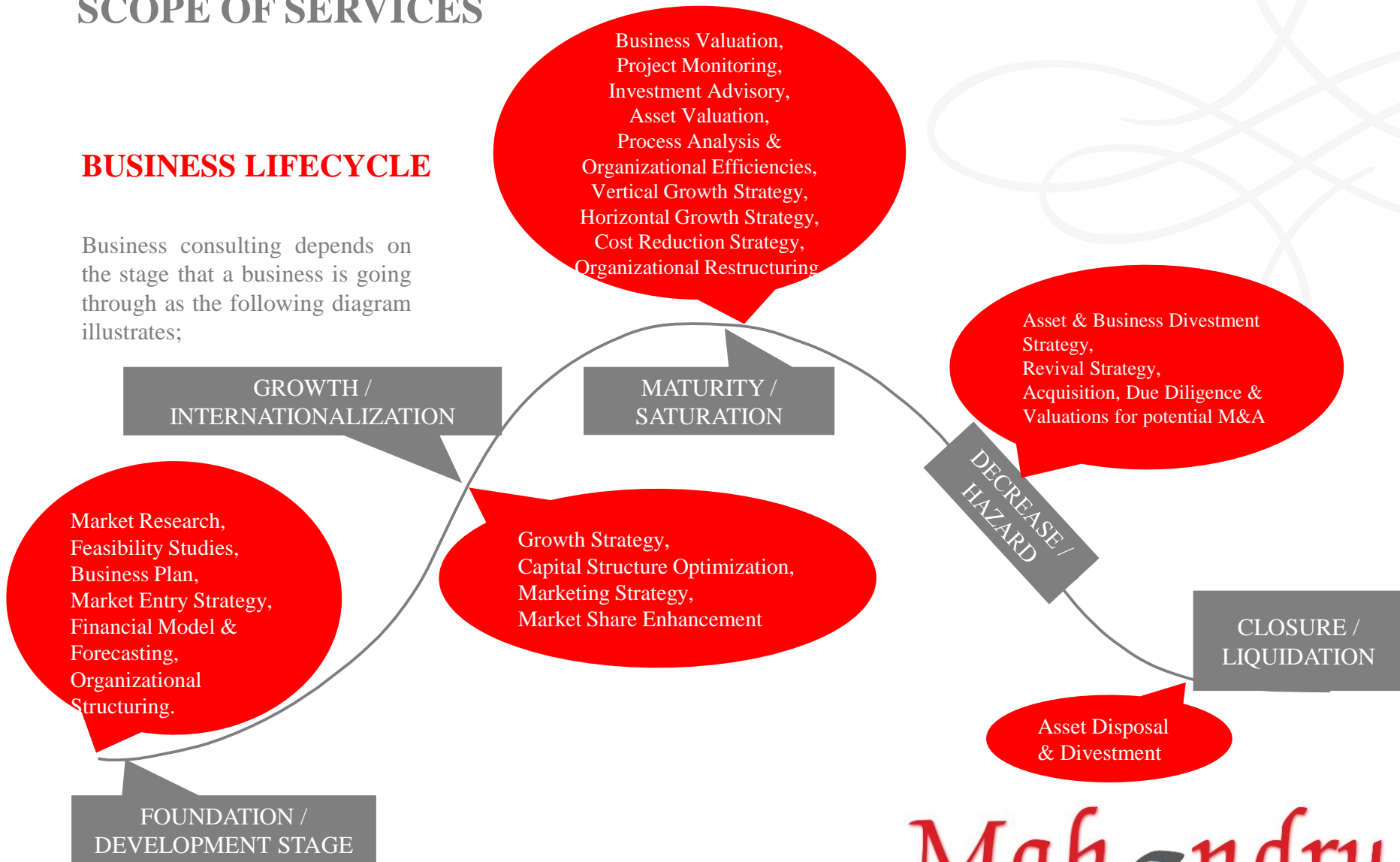
The People Who are Crazy Enough to Think They Can
Change the World are the Ones Who Do.

- Steve Jobs

SCOPE OF SERVICES

BUSINESS LIFECYCLE

Business consulting depends on the stage that a business is going through as the following diagram illustrates;





“There are No Secrets to Success.
It is the Result of Preparation, Hard Work and
Learning from Failure.”

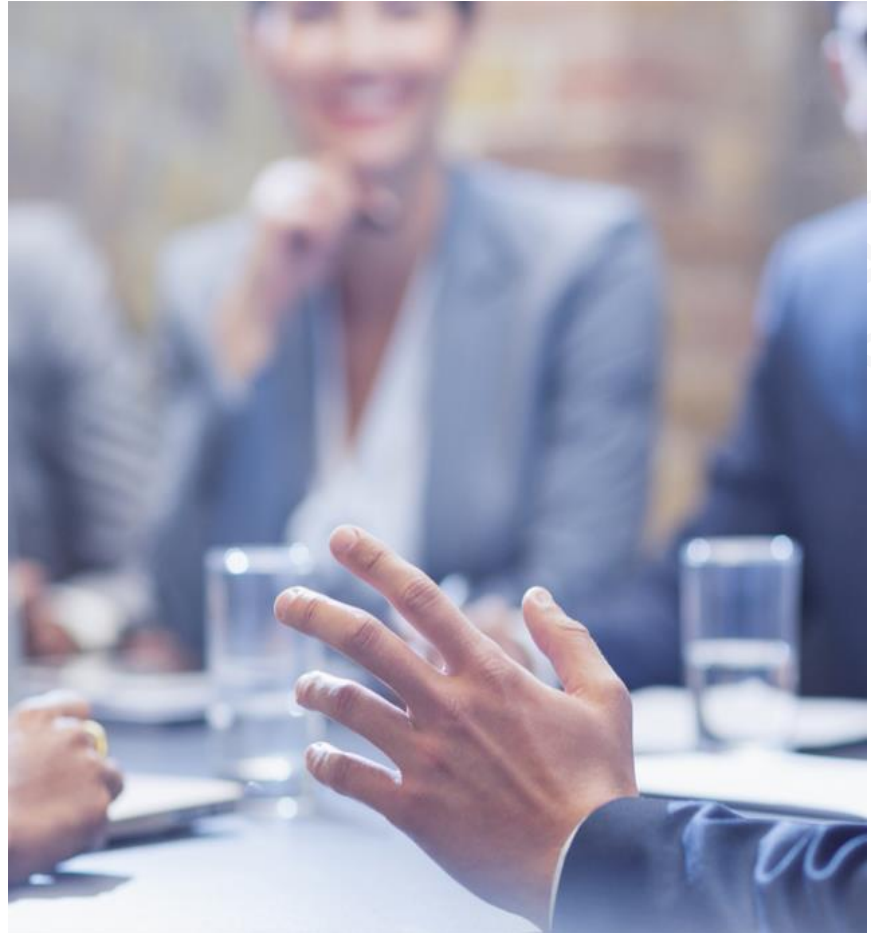
SCOPE OF SERVICES

INDUSTRIAL COVERAGE

Banks & Financial Institutions	Real Estate	Hospitality & Leisure	Retails, Industrial & Commercial
Telecom	Corporate Investors & Landlords	F&B & FMCG	Education
Healthcare	Airlines	Legal & Professional Services	Government Sector

**THE BEST WAY
TO PREDICT
THE FUTURE IS
TO CREATE IT.**

PETER DRUCKER



Mahandru
Management Services **associates**

OUR PRESENCE

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YOUR SUCCESS PARTNER





**Thank You
&
Looking Forward to do
Business Together !!!**

