

Small Change **BIG IMPACT**



SquareMelon

You seem to be **doing everything right**
and some of things even better than others,
however business **results do not match the potential**
of your business...

**Would you like to know if there exists a
Vital Change which may grow your business
to next level ?**

Grow Your Business to next level with **One Change**

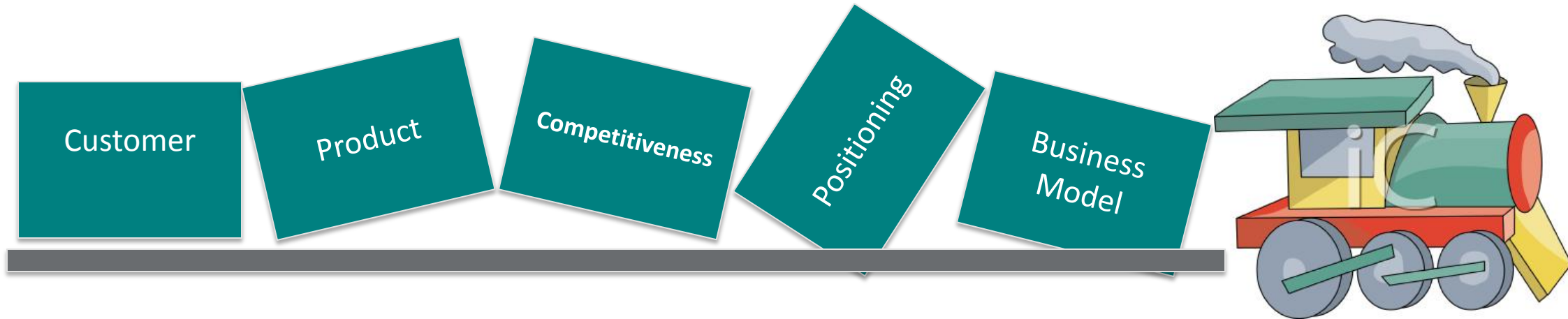
It is not practical to implement more than one change at a time in a business

SquareMelon discovers only
Vital Change
and not simple improvements

Clients are accepted only after a pre mandate diagnosis session

We discover Vital change by aligning strategy with customer and market





Any gap in Strategic Choices of a Business results in loss of Business opportunity as well as Precious resource which no business can afford...

SquareMelon Journey

Identify Vital Change

- Understanding client's business from Product, Business Model, Market, Trade, Competition, Trends, organisation Model
- Generate Vital Change options
- **Methodology**
 - Client Study

Validate Vital Change

- Validate Vital Change by dipstick study from consumer, trade, market and competition perspective
- **Methodology**
 - Market Study (limited to validating vital change)

Vital Change Vitality

- Vital change analysis from next level growth perspective
- Post Vital Change assessment
- **Methodology**
 - Onsite workshop with Client team

Four Weeks



SquareMelon **Promise**

- **Non negotiable for client business**
- **Implementable in existing Client environment**
- **Demonstrate significant growth post change**

Case Studies

CLIENT

Our Client is a India's leading Education and Training Company using VSAT model for training delivery having 26,000 schools and 15 million learners and educators across the world

CHALLENGES

Client was looking at business expansion for growth including facing challenges with existing Infrastructure utilization.

Company was also exploring next level growth avenues

SQUAREMELON DISCOVERY

Based upon business understanding and emerging market needs, vital change was suggested around foraying into new verticals and domains. The changes were implemented in the current scenario and technology constraints in just one year and now client has successfully launched two new training verticals with more than 100 study centres.

Case Studies

CLIENT

A leading Swiss hotel & kitchen equipment brand having presence in 72 countries and supplies its products to most of the global hotel chains, convention centers and other customers from hospitality sector

CHALLENGES

Client was facing low sales conversions due to stiff competition from Korean and Chinese products

SQUAREMELON DISCOVERY

We studied the client business including sales trends, conversions, and also the customers and competition. and discovered that in spite of being the most respected player in the market place, client was not competitive in the market place. The client was focusing on a very narrow and exclusive market segment. We suggested a revised product strategy enhancing its competitiveness in the market place and at the same time retaining their premium positioning in the market

Case Studies

CLIENT

A leading 35 years old regional electrical brand with a reputation for quality and reliable electrical products. The company has marketing and distribution networks in many states

CHALLENGES

Client was facing stagnant growth and looking at options to grow the its business to next level

SQUAREMELON DISCOVERY

We undertook study of client business including its range, pricing, brand appeal and competition brands. Based on the study, we discovered that client was loosing competitiveness in the market place in spite of the fact that product quality was one of the best in the market. We suggested a product strategy for three of its main products constituting more than 80% of sales to address this challenge to enhance its product competitiveness

Case Studies

CLIENT

A leading casual wear brand in India in its market segment

CHALLENGES

Client was having challenges of business growth which was not inline with its category and market potential

SQUAREMELON DISCOVERY

We undertook detailed study of client business including its product, pricing, customer and competition. Based on this we identified a simple yet Vital gap in its strategic choices. We identified gaps between product positioning and customers expectations and Suggested strategic changes in product mix without diluting the Brand Image of client.

Pristine Ventures

A CEO consulting firm for next level growth
with more than a decade of experience



Next Level Growth

- **Square Melon**
 - **SMALL CHANGE BIG IMPACT**
- **smeGrow**
 - **NEXL LEVEL GROWTH**
- **CFO PLUS**
 - **MAKING SENSE OF NUMBERS**



New Business

- **Business Plan**
 - **PLANS ONE CAN USE**
- **Joint Ventures**
 - **BUSINESS MARRIAGE**
- **India Entry**
 - **KNOW BEFORE YOU JUMP**

Our Team



Rajeev Kapoor, is a Chartered Accountant, CEO Advisor and expert for India entry & Joint Ventures/Alliances\ strategies



Sumit Kanu is a consultant with an entrepreneur mind set with expertise in consumer strategy, concept formulation and strategy design. He has over 6+ years of experience across sectors like retail, education and dotcom



Biraja Misra Engineer with MBA from University of California has rich experience at top management of Large, Medium and Small Companies in India and Overseas including couple of own ventures. Strategic thinker with execution skills



Kamalesh Mukharjee has diverse experience in Consulting and Manufacturing, Worked with LNM, Tata and Price Waterhouse



Piush Jain is a Company secretary with rich experience of FDI and corporate law compliances including India entry projects



Shivji Chaurasia having functional expertise in Market research, and New Venture set-up assistance

Clients Served



Some References



We were very pleased with Pristine's work. All the studies and works were done in time and proper form. Even though we are located in Canada, we had no trouble working with Pristine via email or telephone and distance was not an obstacle to the timely completion of the reports

Richard Novek, Director of Operations, rnovek@ilsc.ca



We are glad your individual personal attention as service provider to Cargil India Private Ltd. from 1996 have been a mutually satisfying experience.

V Chakradhar, Legal Counselor India, V_chakradhar@cargill.com



Pristine has provided us necessary advice and consultation, whenever required for the Indian Joint Venture on a continuing basis since company formation in India.

Daniel Sutter, Managing Director, sutter.d@uudial.ch



Pristine has provided us necessary advice and consultation, whenever required, on our foreign direct investment and corporate law related matters including the necessary compliances since the company formation in year 1999.

Manav Thadani, Managing Director, mthadani@hvs.com

Thank You

Pristine Ventures

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