

Market Assessment & Consulting

*Empowering Decisions, Driving Success: Your
Partner in Market Insights & Business Growth*

VISION

To secure prominent position as a DART provider
of Market Assessment & Business Advisory
Services globally!

Business Plan
Market Assessment
Advisory Services

Who We Are? DART

2007

Founded as Data Analytics and Research (DART) firm in 2007

2008

Launched DART Consulting for Market Research Services in 2008.

Before
2014

Leveraged knowledge-based employees & partnered with US and Australian firms to support Retail, Nanotechnology, and Digital Advisory until 2014.

After
2014

Added Primary & Secondary Research services, demonstrated expertise in Market Assessments, Business Plans, Financial Modelling, and Project Reports.

2019

Entered Business Advisory Services in 2019, supported by experienced consultants with tech-enabled platform.

PRIME SERVICES

Industry Advisory
Services

Business Plan

Project Reports

Market Assessment

Primary Research

Secondary Research

Business Intelligence

Competitor Analysis

Data Research and
Analytics

Digital Advisory

**Clientele across UK, USA, Middle East, and Australia.
Delivered 14,000+ projects across various industries and countries in 16 years**

Primary Survey Recent Works

- **University Project**
- **ASME India Private Limited**
- **Maruti Suzuki India Limited (MSIL)**
- **HDFC Bank**
- **Various NGOs in Bangalore**

Primary Survey to Support Developing AI System to Detect Mild Cognitive Impairment–University Project (2024)

Objective: To support the development of an Artificial Intelligence to Detect Mild Cognitive Impairment and Alzheimer's Disease Dementia through Self-Figure Drawing and interviewing those above 65+ years

Methodology: Sample of 500 were selected from different age groups and educational background - administered MoCA test before interviewing the respondents with a set of 39 questions.

Market Research tools: Direct Interview, Drawing Test, Test of Response

Team Size: Three members for 3 months

ASME program Subscriber Feedback – ASME India Private Limited (2024)

Objective: ASME runs marketing and promotional services to pop up their membership program. The study was intended to review the usage patterns of subscribers of the ASME program to gain deeper understanding of members' professional interests, development preferences, relevance, usage, and satisfaction levels associated with the benefits offered through ASME's membership programs - both their active (dues paid) and inactive (dues unpaid or not renewed) members to gather feedback on their membership experience.

Methodology: Appropriate sampling method was used and selected 1,000+ participants to participate in the online survey.

Market Research tools : Google form, Direct Call, Group Discussion

Team Size - Five members for 3 months

Tint Paint Formulation Study –Maruti Suzuki India Limited (MSIL) (2023 – 25)

Objective: To study the preferences and trends in paint formulations across the Maruti Workshops to guide a software firm in Bangalore to develop AI enabled tool for better paint mixing. This pan-India survey was aimed to gather valuable insights into the preferences and trends in paint formulations with the usage of the tools and reported variations and benefits.

Methodology: Extensive periodical study is continuing since 2023 focusing on Tint Paint Formulation. Visited Maruti Body workshop and collected data using mobile application with predefined questionnaire. Interviewed Workshop Managers in respective places to assess the usage pattern and effectiveness.

Market Research tools: Captured vital data points with the Mobile app and conducting periodical survey on sample size of 1,663 dealers across India.

Team Size: Hired 45 field staff in all locations.

Iron-Folic Acid (IFA) Tablets in Schools – NGO

Objective: To evaluate the tablet distribution sponsored by Central Government by Ministry of Health and Family Welfare (MOHFW). This initiative is part of broader efforts to combat anemia and improve health outcomes among students in each region.

Methodology: Primary survey was managed a Delhi based NGO, and the study was conducted in Karnataka focusing on the usage of Iron-Folic Acid (IFA) tablets in schools. The study encompassed 260 schools, with an average of six students per school + Headmaster, aiming to assess the effectiveness of the distribution and usage of these supplements.

Market Research tools: CAPI based survey support by mobile app.

Team Size: Hired 68 field staff and 10 supervisors.

Street Vendors Survey Bengaluru Urban, Rural, and Mysore – NGO (2022-23)

Objective: To understand the problems faced by Street vendors to define appropriate policy to uplift their quality of life.

Methodology: The survey was conducted by interviewing 750 street vendors across Bengaluru Urban, Rural, and Mysore. Interviewed BBMP Officials and Office bearers of the Association in addition to vendors.

Market Research tools: CAPI based face to face interviews.

Team Size: 24 field staff were hired for all locations

CSR Agriculture Survey – HDFC Bank (2021 -23)

Objective: To help farmers enhance their crops and earn more income.

Methodology: HDFC's CSR Agriculture Survey was carried out three times in 2021, 2022, and 2023, with a sample size of 1,400 participants in each survey. The survey covered various states, including Karnataka, Tamil Nadu, Kerala and Telangana.

Market Research tools: CAPI with direct interview with farmers

Team Size: 98 field staff were deployed to complete survey in 58 villages.

Business Plan & Detailed Project Report

How We Do It?

- Discussion with Client
- Preparing Synopsis/ Approach Note
- Finalize Business Model
- Agree on Business and Revenue Model
- Market Analysis and Competitor Analysis
- Financial Plan – 3- 5 years
- Operations, Regulatory and Promotional Plan
- Final Report
- Presentation Slides/ Pitch Deck



Project Portfolio: Business Plan – Food Delivery Platform in India (2023)

The backdrop: Amid the growing popularity of food delivery platform in India, an entrepreneur sensed a significant disparity between consumer expectations and the services being offered. As a result, he wants to conduct a comprehensive survey involving potential customers, delivery partners, and restaurant partners to gain insights into the current market demands and potential opportunities.

The challenges: The food e-commerce sector has experienced remarkable expansion in recent years, primarily fueled by evolving consumer tastes and the swift advancement of digital technologies. A harmonious relationship exists between food ordering and delivery services, as such platforms facilitate the effective distribution of packages through local delivery partners, while also guaranteeing prompt food delivery. This synergy ultimately enhances the overall experience for consumers, making it more convenient and satisfying.

Outcome: Our team has meticulously crafted a well-researched business model that combines a food ordering service with a door-to-door package delivery system. The envisioned platform seeks to address the issues faced by existing aggregator services, providing unique solutions that cater to the needs of all stakeholders, including customers, vendors, and delivery staff. This model was established through comprehensive primary and secondary research efforts. We have prepared an extensive plan to initiate the food delivery service swiftly, followed by the introduction of package delivery options.. It aspires to offer a cost-effective food aggregation solution while meeting the needs and expectations of all parties involved.

Market Research

To analyze the market for the products and services offered by the client, in order to devise strategies to meet the market competition.

What it includes

- ✓ Current market size, growth dynamics & future projections
- ✓ Industry segmentation
- ✓ Analysis of trends, drivers, risks and outlook
- ✓ Review of regulatory environment
- ✓ SWOT/PEST analysis
- ✓ Competitive analysis
- ✓ Target customer identification & segmentation



Project Portfolio: IMPEX Potential for Afghan Company– Import Agro Products and Export Finished Goods

The backdrop: With Indian government initiative to develop the Chabahar Port for strengthening the trade between Iran, Afghanistan, and Central Asia with India, the client from Afghanistan wants to understand the Agri-commodity market in these countries for potential trade opportunities.

Methodologies: Our team did quantitative analysis of trade data and qualitative analysis of market data to select the commodities and also prepared a financial feasibility study to analyze its expenses, revenue, profit margin, cashflow, assets & funding. We helped the client in fully understanding the import/export opportunities of top commodities for Afghan trading company, and more



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