

***DART Consulting***

**Market Research &  
Industry  
Consulting Services**

# VISION

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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

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Industry Advisory  
Services

Business Plan

Project Reports

Market Assessment

Primary Research

Secondary Research

Business Intelligence

Competitor Analysis

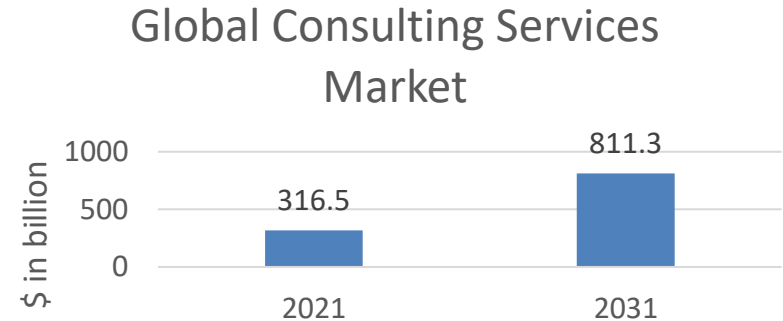
Data Research and  
Analytics

Digital Advisory

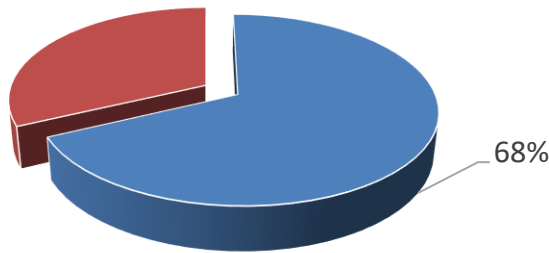
**Clientele across UK, USA, Middle East, and Australia.  
Delivered 14,000+ projects across various industries and countries in 16 years**

# Why Industry Consulting?

The global management consulting services market is projected to reach \$811.3 billion by 2031, growing at a CAGR of 10.2% from 2022 to 2031.



SMEs need Consulting Services



## Potential Target Segments

Rising Awareness of Consulting Need Among Developing and Under-Developed Nations.

68% of the SMEs face growth and demand challenges

- ❑ Africa Consulting Services Projected to Grow at 3-4% per year
- ❑ Morocco, Nigeria and South Africa as Top 3 Potential Market
- ❑ Strategy, Operations and human Capitals are Key Consulting Segments

# Industry **Advisory Service** Process

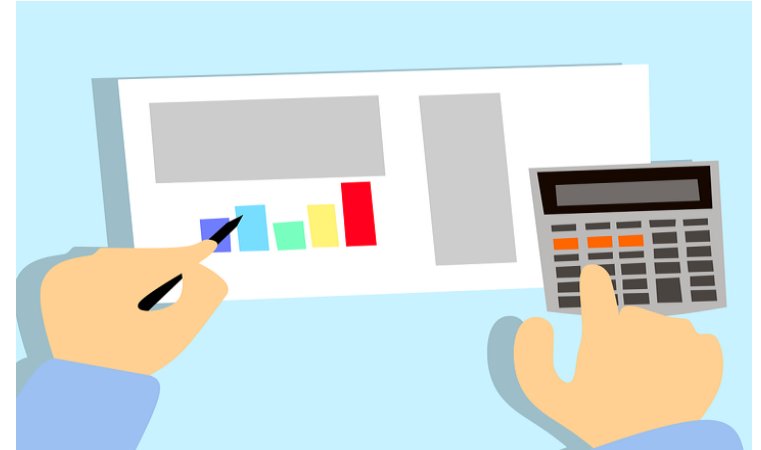
- ✓ Partnering with seasoned Independent Consultants across various industry sectors.
- ✓ Unique Consulting Model ->  
Combination of Independent Consultants + Research Analysts = Superior & Cost-Effective Consulting.  
*Business Advisory Services for All @Affordable Rate*
- ✓ Consulting services designed to enhance your business through distinctive strategies, appropriate organizational frameworks, and tailored plans essential for growth



# Industry Consulting Services

## Pricing Strategy Consulting

**Pricing Strategy** Solutions for multiple industries including Engineering, Healthcare and Equipment industry in defining appropriate pricing



## FMCG Market Service

**FMCG Consultants** will study the overall market, and provide marketing/distribution solutions within the FMCG segment.

# Industry Consulting Services

## Human Resource Consulting

**HR Consulting** for Organization transformation, Performance management, Employee Engagement and Manpower Planning.



## Strategy Consulting

**Strategy in Business** is all about earning superior profits and beating the market competition. Right Business Strategy provides Right direction and without robust strategy, backed up with comprehensive market data in place, businesses are bound to fail.

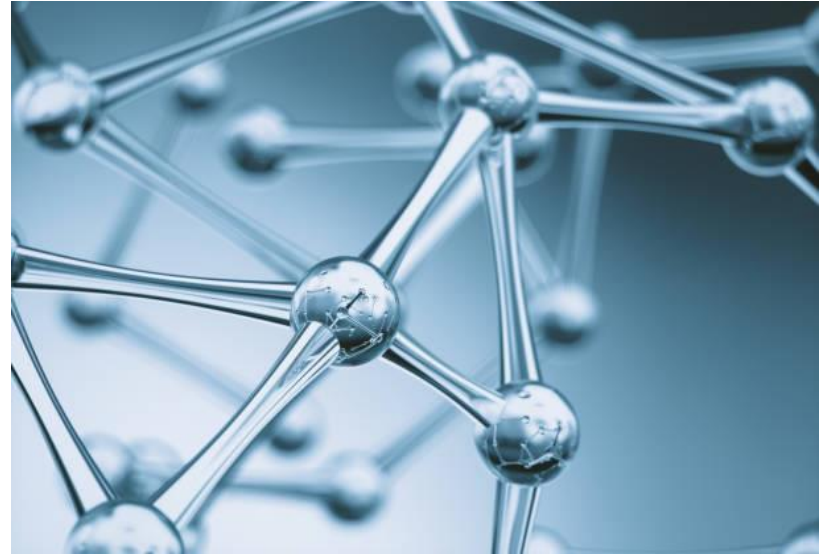




# Industry Consulting Services

## Nanotechnology Consulting

**Nanotechnology** accelerated the recent technological developments – ranging from the monolithic curved panel TV to artificial metal/ceramic hip implant. Thus, the Emerging Technologies bringing competitive challenges to existing providers, and enhance user experience.



## Beverage Consulting

**Beverage Consulting** includes services for Formulation, Raw Material Sourcing, Recipe Formulation, Testing the Product, Commercial Manufacturing, Sourcing of Beverage Machinery, Project Plan Preparation both alcoholic and non- alcoholic beverages

# Market Research

To analyze the market for the products and services to devise strategies to meet the market competition.

The global market research services market size is expected to reach \$91.3 billion in 2025 at a CAGR of 4.2% from 2021.

## 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



# Syndicate Reports

- Industry Based Syndicate Report for Informed Decision Making on the Sector, Segment and Market.
- Detailed Methodology and Approach Explanation for Reliability of the Reports
- Syndicate Research using Experts Insights, Public Data, and Qualitative Interviews with Key Players' Decision Makers
- Deep Segmentation Analysis within the Industry on Products, Services, Customers, Technology, etc.
- Key Players Analysis and Market Share



16% of Market Share from  
Total Market Research  
Services Industry

# Business Plan

- Business Plan for initial discussion or for final presentation
- Business Model and Revenue Model
- Market Analysis and Competitor Analysis
- Operations Plan and Regulatory
- Financial Plan – 3- 5 years
- Promotional Plan
- Final Report



# Digital Marketing Advisory?

Digital Marketing Advisory helps to minimize pitfalls in the path of developing/executing digital marketing and brings in maximum return for each buck spent.

## Services:

- ✓ Website Review in Comparison with four other Competitors
- ✓ Recommendation to Improve Website Navigation and Conversion
- ✓ Define Right Digital Marketing Strategy
- ✓ Quarterly Evaluation of Website Performance



Global Digital Marketing Industry is expected to grow at a CAGR of 13.1% between 2023 and 2028 to reach a value of around USD 671.86 billion by 2028.

# Our NextGen Services

We Help Businesses Grow by Defining Data-Driven Process and Providing Decision-Making Insights.

## Services

- ❑ Data Analytics
- ❑ Data Augmentation
- ❑ Data Strategy
- ❑ Digital Audit

## Solutions

- ❑ Finance and Accounting
- ❑ Risks and Compliance
- ❑ Sales and Marketing
- ❑ Supply Chain Management
- ❑ Customer Experience

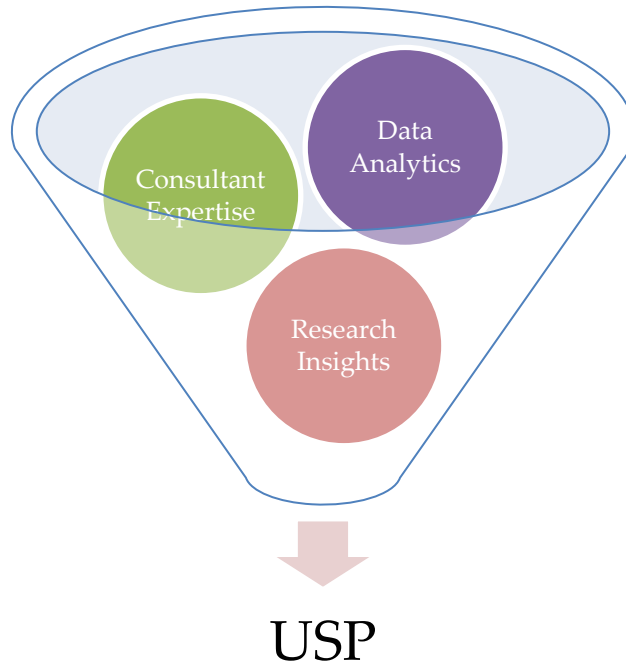
# Our NxtGen Services

## Industry We Serve

- Healthcare and Healthtech
- Insurance
- Consumers Goods
- Manufacturing
- Transportation and Logistics
- Banking and Financial Services
- Media and Entertainment
- Travel and Tourism
- Hospitality
- Utility Service Providers

The global data analytics market size is projected to surpass around USD 346.33 billion by 2030, at a projected CAGR of 30.41% during the forecast period 2022 to 2030.

# Why We Differ?



## SME Challenges

- ❑ Looking for Immediate Lead Generation Rather than Pure-play Consulting
- ❑ Mostly family businesses and lack trust of outside consulting

## Other Challenges

Average Capabilities of Small and Medium Consulting Firms (without Larger Consulting Firms) is 2.5. But SME Clients Look for One-Stop Solution Under Single Roof.

## How We Approach?

- ❑ Explain and make aware of the process involved and provide complete approach, timeline and deliverables before engaging
- ❑ Initiate the project phase wise with affordable budget while also providing the desired outcome as per client objectives
- ❑ Aggregated Panel of Consultants for Cross-Functional Support increases our Capabilities



# **DART Consulting**

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