



Cedar India Entry & Sourcing Strategy Experience

For many companies, small or large, entering or sourcing from new markets can be daunting. Since 1991 Cedar has used its strong local knowledge, an extensive in-house knowledge base and a proven methodology to assist many clients in developing practical and realistic entry strategies and identifying sources for components and finished products.

Project Experience by Industry

Automotive
Building Material
Education
Consumer Electronics

Financial Services
FMCG
Healthcare
Industrial

Retail
Telecom

Entry Strategy Clients

3M
Abbott Labs
Arco Chemicals
Armstrong
BD
Caterpillar
Duracell
Dressbarn
eAccess Japan
Emerson Electric

Europipe
Follet Corporation
General Electric/Godrej
General Motors
Honeywell
Invista
JPMorgan Chase
Kellogg
Levis
LM & Fine Furniture

Lucas Milhaupt
Pack2pack
Pola Orbis
Praxair
Siemens
Sara Lee
Steelcase
Trane
Whirlpool
Zamil Air Conditioners

Select Entry Strategy Projects

- \$120 mm acquisition & entry strategy for leading American consumer electronics firm.
- Acquisition and entry strategy for a leading American consumer products company.
- Strategy for multiple divisions for one of the largest US multinational conglomerates.
- Consumer electronics unit operations turnaround for an Indian & American joint venture.
- Entry strategy for one of the largest producers of cereal & convenience foods worldwide.
- Auto components sourcing strategy for a leading US multinational automotive corporation.
- Restructuring operations for a leading US financial services company.
- Industrial gas business entry for one of the world's largest industrial gas companies.
- Nutritional products strategy for a global diversified pharmaceuticals & health care firm.
- Competitive strategy for a leading firm involved in the design, manufacturing & selling of machinery & engines.
- PU markets entry and growth for an US oil company with operations in Asia.
- Medical markets strategy for US multinational conglomerate with over 55,000 products.
- Market assessment, entry strategy & partner search for a furniture and flooring company.
- Market assessment, entry strategy & partner search for a leading Japanese cosmetics company.
- Market assessment, entry strategy & partner search for a leading Japanese telecom firm.
- Entry strategy & distributor search for a global producer of metal joining products.
- Market assessment, entry strategy, acquisition target search, & location identification for a Belgian manufacturer of industrial packaging.



- Market assessment, entry strategy & due diligence of an acquisition target for entry for a leading manufacturer of Air Conditioning products and services for Asia and Middle East region.
- Market assessment & entry strategy for a manufacturer of floorings, ceilings & cabinets.
- Market assessment and growth strategy for Indonesia, China & India for a global steel pipes firm.
- Market assessment & entry strategy for a retailer and wholesaler of educational materials.
- Market assessment & entry strategy for a global HVAC firm.
- Market assessment & entry strategy for the world's largest fabricated fiber, resin & intermediates company.
- Apparel market assessment & entry strategy for a leading US apparel retailer.