

CASE STUDY 2

Opening up of FDI in Retail Sector was one of the factors that made a leading food chain to invest in India.

Succeeding in India is not a cakewalk and the coffee chain soon realised the challenges of dealing with different consumer culture, the ambiguous government response, documental nightmare and working the Indian stretchable time.

The Chain acknowledged that recognising the differences and not finding problems in the Indian system is the key for moving faster along their learning curve. They decided to tackle each challenge one by one while working with Meraki

After they made up their mind to expand in India, they had the following burning questions for India Market Entry:

- Key success factors for dealing with a drastically different market to home
- Safeguarding Global Trade Mark/ Brand in India
- Formalising a strategic licensing agreement with Indian partner
- Best way to repatriate the surplus funds back to the US
- Efficient tax structure and exit options.

They are now successfully running multiple outlets in Mumbai right now with state of the art customer ordering system. The management now has plans to open many more outlets in other cities across India. “

“Persistence, Patience and the trustworthy strategic Partner - the 3 P’s I believe are the key to success in the Indian market”, says the Company CEO while enjoying the Mumbai rains from his hotel suite by the sea.