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**Company**                      **Chromasens GmbH, Germany**

A leading manufacturer of High end machine vision components and OEM solutions developer expressed intentions to enter Indian, Chinese and South East Asian Market.

**Industry**                      Machine Vision and Automation

**Background**                      Chromasens is the leading company from Germany offering specialised machine vision solutions. They manufacture very high speed Line Scan cameras and high brightness line LED illumination. They specialize in OEM application development using these components. They have presence in Europe, USA, South Korea and Japan. They have presence with direct OEM customers as well as Distributor partners.

**Challenge**                      The target market is very niche and specialised. So challenge was to understand the products/ solutions offerings, its applications, market and then assist with strategy development on partners. Based on this prepare evaluation criteria, identify, carry out due diligence and short list partners.

**Our Approach**                      We thoroughly studied the products, industry and realised that Indian market is not very big. However, we realised that there can be huge potential in China and South East Asia. We decided to approach these markets one after another in the sequence of India, China and South East Asia.  
We realised that mere Distribution partner will not give any success; instead there is a need to partner with companies which will offer complete solution. We recommended this to the management. Based on this a Distribution Strategy was devised.

**Implementation**                      Based on the agreement, we mapped the industry in this region and identified who's who of the industry. We prepared evaluation criteria to carry out due diligence of the prospective partners.  
We identified such companies in India, China and South East Asia. We discussed the partner strategy and agreed to have couple of partners in India, 4 in China and 1 in South East Asia.  
We personally travelled in these markets, had meetings with prospective partners, carried out due diligence and short listed requisite number of partners. Joint visits were made to short listed partners to complete the process of appointments and have business discussions.