

Prefix Exporting to India for UK SMEs

Background

We are a business consultancy based in London specialising in the larger end of the SME market. Our clients are successful SMEs. We work hard with them to make them even more successful. One of our areas of expertise is to assist our clients in exporting to India with a long term sustainable plan. We have over 15 years experience in this area. Please visit www.prefixassociates.co.uk
The fast growing economy of India, double digit growth year on year plus the weaker British currency against the Indian Rupee makes it an ideal time for export to India

How we are different

We understand the limitations of time and resource SMEs have so our work is more pragmatic and practical, not pages and pages of Research reports. We look at the business as a whole unlike other companies who only look at Export to India in isolation. This allows us to develop a more sustainable plan for expansion with the right allocation of resource. If we find that Export to India is not the right thing for our client company after some initial research we say so and save the company time and money. We bring our understanding of the languages, culture and ways of doing business in India as well as numerous business contacts in India to our UK clients.

Who we can help

Our work is suited to the medium to larger end of SMEs who are serious about doing business in India

What we can do

Our work typically covers all or some of the following as required by our clients:

1. Market study and assessment to determine market for UK SME and recommendation whether they should proceed
2. Preparation of market entry strategy
3. Launch plan
4. Recommendation of trade shows to attend or have a stand
5. Developing Marketing collateral for India - mailers, website as appropriate
6. Find partners (Due diligence etc)
7. Marketing plan for 1st years activity

Finding contacts, arranging meetings accompanying to trade shows, hiring staff in India, warehousing and distribution

How we work

We work with local partners based in India who specialise in the SME Market and sourcing agents also based in India for manufacturing companies.

We also have access to lawyers and accountants who specialise in this area.

We encourage our clients to work with UKTI as we complement what they offer and the clients can benefit from some of the grants on offer.

Track record and credentials

Over the last year we have got UK SMEs actually exporting to India without breaking the bank on marketing spend. We keep up to date on marketing to India and attended an intensive one week course on Marketing to India at the prestigious Indian Institute of Management in Ahmedabad India. We have an approved consultant on the Export Success programme in London