

## Case Study

# A Leading German Textile Company

Service(s) offered: Pre-investment Advisory & Market Research

Sector/Industry: Textiles



## City and Site Evaluation for a Global Webbing Manufacturing Company

A 150-year-old German Company having presence in multiple countries and engaged in the business of manufacturing webbings products (lashing webbings, lifting webbings, technical webbings, etc.) intended to **set-up their base in India.**

The company approached Nexdigm to assist them in **evaluating a suitable location for their manufacturing/assembly unit** in India.

### Solution

The client intended to set up its proposed unit in a city in the vicinity of its **India partner location, close to seaports and its key domestic raw material suppliers.**

Five cities were shortlisted across different states based on the above parameters and each city/state underwent a thorough study that included – **macro-economic factors, power supply, road density, connectivity, availability of labor, and incentives, among several others.**

**Ahmedabad** topped the list as it attained a favorable ranking on the majority of the aforementioned factors and had proximity to Adani Port and an **expanding number of textile parks.**

Nexdigm conducted a detailed analysis of site-specific requirements in Ahmedabad which covered the **status of the unit (RTM/BTS), expansion scope in the future, landlord history, floor load capacity, dock stations, etc.**

15+ sites were identified based on the above requirements for physical visits and **30+ sub-parameters** were evaluated for each unit to arrive at the top five units,

The above evaluation was comprehensive with a report, site photos, and a dynamic Excel spreadsheet which highlighted the **significance, drawbacks, and ranking of each unit.**

### Outcome

A **second visit** was organized by the Nexdigm team along with the client to the shortlisted options.

The Nexdigm team ensured **end-to-end collaboration with the client and landlords** to finalize one unit for their proposed operations.

Our phase-wise approach and detailed analysis (**dynamic Excel spreadsheet and comprehensive report in each phase**) helped the client assess a suitable location to incorporate their manufacturing/assembly unit in India.

**For more information on this case study, please write to us at:**

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**You can also visit our website to know how our services resulted in tangible business benefits:**

[www.nexdigm.com](http://www.nexdigm.com)