

Go-to-Market Strategy

Decide where to sell, to whom, at what price and through which channel, before you spend on capacity or a sales team.

WHO IT IS FOR

- New ventures testing a product idea
- EMS and component makers looking for OEM customers
- Indian manufacturers planning exports
- Foreign companies entering the Indian market

WHY BIZTEK

- Built from real customer and channel interviews, not desk research alone
- Electronics and manufacturing depth from the plant floor up
- A plan your team can run, with a 12-month roadmap and budget

WHAT YOU GET

Market Scan

3–4 weeks

Market size and growth, competitors, customer segments, price points and a go / no-go view.

GTM Plan

6–10 weeks

Target segments and accounts, value proposition, pricing, channels, sales plan and launch roadmap.

New-market / Export Entry

6–12 weeks

Country assessment, rules and certifications, partner shortlist, entry mode and landed-cost model.

GTM Support

3–12 months

Monthly working sessions and pipeline reviews, often through a fractional CMO.

HOW WE WORK

01

Listen

10–20 interviews with customers and channels

02

Size

Market, segments and price points with sources

03

Design

Proposition, pricing, channels and sales plan

04

Launch

Roadmap, budget and support while you sell

STANDARDS

Our evidence commitment

- Every market figure shows its source and date
- Estimates are labelled as estimates
- We take no fee from distributors or partners we introduce
- Honest go / no-go advice, even when the answer is no

Works with: DPR (market chapter) · CXO on Call (fractional CMO) · Testing & Certification (for export markets)

Timelines assume your inputs reach us on schedule — see the Client Project Execution Guide (response times, deemed acceptance, standby).