

TEAMVISORY
Strategy & Operational Consultant

TeamVisory

Understanding Markets. Enabling Strategic Decisions.

- Market Intelligence
- Business Research
- Global Primary Research



London | New Delhi | Bangkok



@TeamVisory

Executive Overview

Organizations today operate in markets shaped by rapid technological change, evolving consumer behavior, regulatory shifts, and increasing competitive pressure.

Strategic decisions therefore require more than fragmented data. They require structured intelligence combining market signals, stakeholder insights, and analytical interpretation.

Teamvisory supports organizations by delivering integrated market intelligence and primary research programs that enable evidence-based strategic decision making.

The Market Intelligence Challenge

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Business leaders increasingly face challenges in understanding market dynamics:

- fragmented data across multiple information sources
- rapidly evolving competitive landscapes
- limited access to industry experts and decision makers
- difficulty translating research findings into strategic insight

Effective decision making requires structured market intelligence supported by reliable primary research.

Who We Are

Teamvisory is a global research and market intelligence partner supporting consulting firms, corporations, investors, and research agencies.

Our work combines:

- * strategic research thinking
- * structured analytical methodologies
- * global primary research infrastructure
- * cross-industry expertise

This enables organizations to move from data collection to strategic understanding.

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OUR CORE TEAM

Kapil Narang

Kapil Narang, CEO of Teamvisory, brings nearly 30 years of global market research experience, with expertise spanning FMCG, Sensory, Pharma, and B2B/B2C sectors. His career began in 1997 and includes a significant tenure as Executive Director at Market Xcel, where he expanded client relationships and managed global projects. At Teamvisory, Kapil focuses on driving strategic growth, expanding global reach, and fostering innovation, leveraging his extensive industry knowledge and leadership to enhance client value.

Nitin Kumar

With over 20 years in market research, Nitin Kumar is a seasoned expert known for his operational and client service excellence. He delivers insightful research and analysis, driving informed decision-making for blue-chip clients while consistently meeting tight deadlines. Nitin fosters a collaborative environment and leads by example, making him a vital asset in the market research field. His strong work ethic and strategic insights contribute significantly to client success.

OUR CORE TEAM

Hemant Arora

Hemant Arora, a seasoned Co-Founder with a strong background in education management and market research, excels in analytical skills, data analysis, and business development. A graduate of IMT Ghaziabad, he combines academic expertise with practical experience to drive growth and innovation. Hemant's ability to transform complex data into actionable insights guides businesses toward informed decision-making and success, establishing him as a key leader in his field.

Devinder Malhotra

Devinder Malhotra brings over 13 years of expertise in research and insights, with a strong track record in client management and analytical thinking. His experience spans various industries, including BFSI, Telecom, FMCG, Automotive, Pharma/Healthcare, Retail, and Real Estate, allowing him to deliver valuable insights that drive strategic decisions and growth. Devinder excels in managing complex projects, fostering client relationships, and leading teams to success, making him a key asset in research and insights initiatives.

Ashish Dixit

Ashish Dixit, with over 15 years in Sales & Business Development, excels in new business acquisition and client servicing across Market Research, Advanced Analytics, and Consultancy. His dual degrees in Computer Science and Marketing Management enhance his technical and strategic skills. Ashish drives growth and client satisfaction through expertise in pre-sales, business development, and key account management, consistently delivering value and success.

Mahinder Arora

Mahinder Arora has over 30 years of market research experience with notable firms like Nielsen, Ipsos, and Kantar Group. Renowned for his leadership, he excels in managing large teams and delivering high-quality projects on time and within budget. His deep market understanding and strategic project management make him a trusted professional, driving success for the organizations he serves.

Rakhi Kashyap

Rakhi Kashyap, Associate Director of Client Servicing at Teamvisory, brings 16 years of experience with global brands, specializing in FMCG, Sensory, and Consumer Behaviour studies. Previously, as Senior Manager at Market Xcel, she excelled in managing and expanding key client relationships. At Teamvisory, Rakhi enhances client engagement, drives client-centric strategies, and ensures seamless project execution. Her commitment to excellence and strategic insight are crucial in delivering exceptional value and strengthening client partnerships.

Established in 2021

by passionate industry experts
with individual experience of over
20 years.

We are capable of conducting
research in both domestic &
international markets

ADDRESSES

UK HQ:

128 CityRoad London
EC1V 2NX UK

India office:

A4Sector 19 Dwarka
New Delhi - 110075
+91 1146509717

Thailand, Bangkok





TeamVisory Research & Intelligence Model

Teamvisory operates across the full spectrum of the research value chain.



This integrated model enables organizations to move from raw data to actionable insight.

Intelligence Domains

Teamvisory structures market intelligence across multiple analytical dimensions.

- Macro Environment
- Industry Structure
- Competitive Landscape
- Customer & Demand Dynamics
- Innovation & Technology Trends

Understanding the interaction of these forces enables organizations to identify strategic opportunities and emerging risks.

Strategic Research Methodology

Our research programs follow a structured analytical process.

Problem Definition



Hypothesis
Development



Research Architecture
Design



Data Collection



Analytical
Interpretation



Strategic Insight
Generation



This ensures research outputs are decision-focused and actionable.

Research Methodologies

Teamvisory applies a combination of research approaches depending on the nature of the business question.

- Primary Research
- Quantitative Research
- Qualitative Research
- Secondary Intelligence

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Research methodologies include online surveys (CAWI), telephone interviews (CATI), expert interviews, respondent recruitment, and structured industry analysis.

Analytical Toolkit

Research insights are interpreted using structured analytical tools such as:



- Market sizing and forecasting
- Industry value chain analysis
- Competitive benchmarking
- Customer segmentation analysis
- Pricing and demand modeling
- Adoption curve analysis
- Ecosystem mapping

These tools convert research data into strategic insight and decision support.

Primary Research Capabilities

Teamvisory executes global primary research programs across diverse stakeholder groups.

B2B surveys

Consumer surveys

Industry expert interviews

Healthcare professional research

Channel partner interviews

CXO-level consultations

Research execution is supported through online panels, CATI infrastructure, CAWI survey deployment, and targeted respondent recruitment.

Research Execution Infrastructure

In addition to market intelligence programs, Teamvisory operates a strong global research execution infrastructure supporting large-scale primary research initiatives.

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- Global online panels
- B2B respondent sourcing
- CAWI digital survey deployment
- CATI telephone interviewing
- Recruitment for qualitative research
- multi-country fieldwork coordination

This infrastructure enables reliable and scalable research across industries and geographies.

Integrated Research Delivery Model

TeamVisory integrates strategic research thinking with operational execution capabilities.

Our delivery model combines three components:

- Market Intelligence & Business Research
- Study architecture, analytical frameworks, questionnaire design.
- Industry analysis, opportunity assessment, competitive intelligence.
- Global Research Execution
- Research Design & Insights
- Panels, CATI, CAWI surveys, respondent recruitment, and fieldwork management.

This approach allows Teamvisory to support the entire research lifecycle.



Target Respondent Audiences

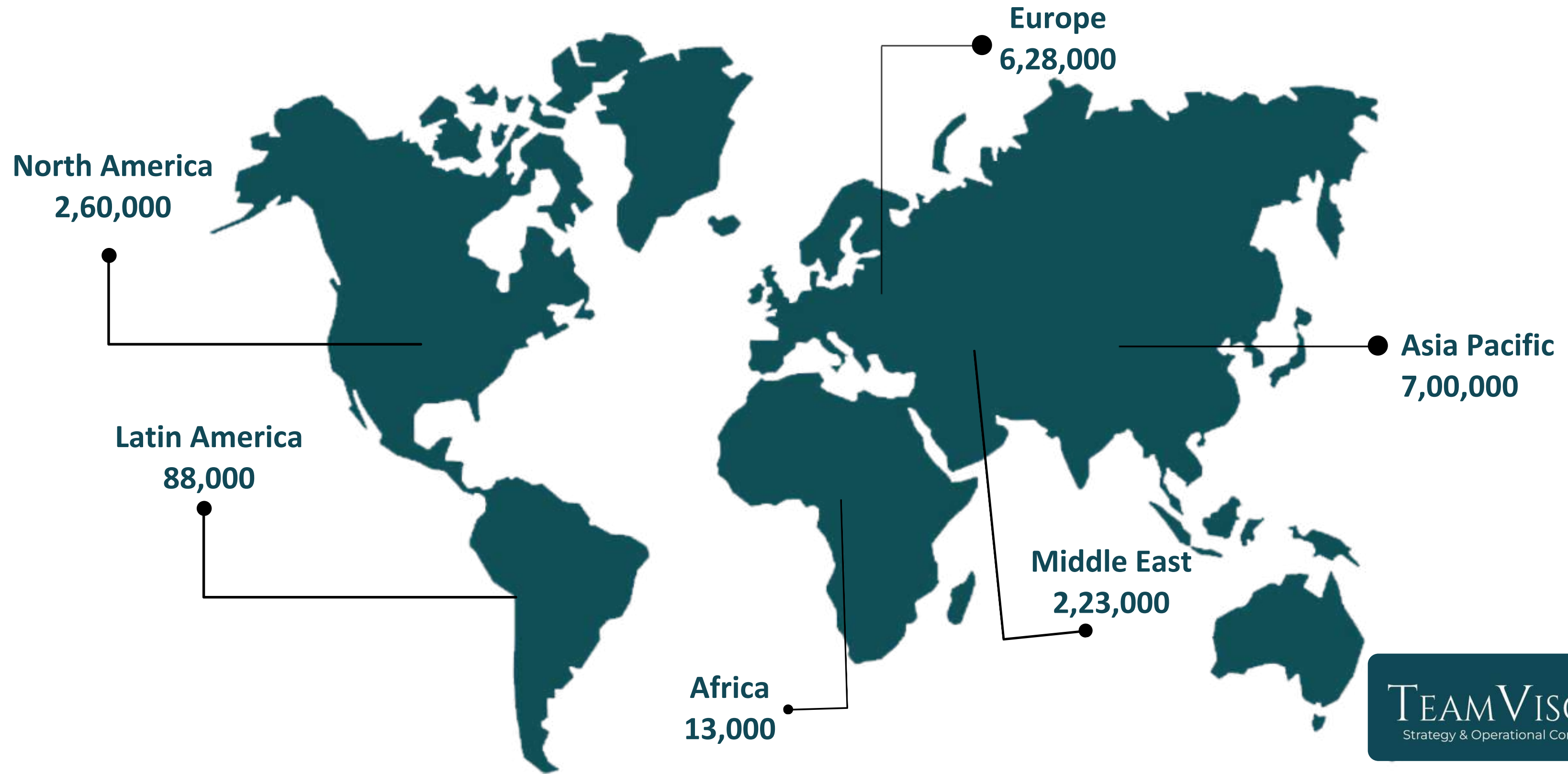
Teamvisory research programs engage a wide range of stakeholders.

- Corporate decision makers
- Technology leaders
- Healthcare professionals
- Industry experts
- Enterprise buyers
- SMEs and entrepreneurs
- Consumers across demographics

Access to these audiences enables real-world market intelligence.

Global Research Reach

Teamvisory research programs engage a wide range of stakeholders.



Industry Coverage

Teamvisory supports research across a broad range of industries.



Technology & Software



Telecommunications



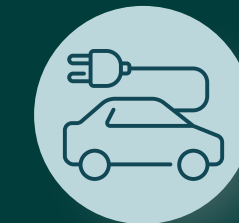
Banking, Financial Services & Insurance (BFSI)



Healthcare & Life Sciences



Consumer Goods & Retail



Automotive & Mobility



Energy & Utilities



Manufacturing & Industrial



Media & Entertainment



Travel & Hospitality



Public Sector & Infrastructure



Education & EdTech

Typical Market Intelligence Projects

Organizations engage Teamvisory for research programs such as:

01

Market entry studies

02

Competitive landscape analysis

03

Customer segmentation research

04

Pricing strategy research

05

Technology adoption studies

06

Industry ecosystem mapping

07

Investment and due diligence research

08

Innovation and trend analysis

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Business Research & Strategic Studies

Our business research programs support strategic decision making in areas such as:

01

Growth opportunity identification

02

Market expansion strategies

03

Product positioning and pricing

04

Customer behavior analysis

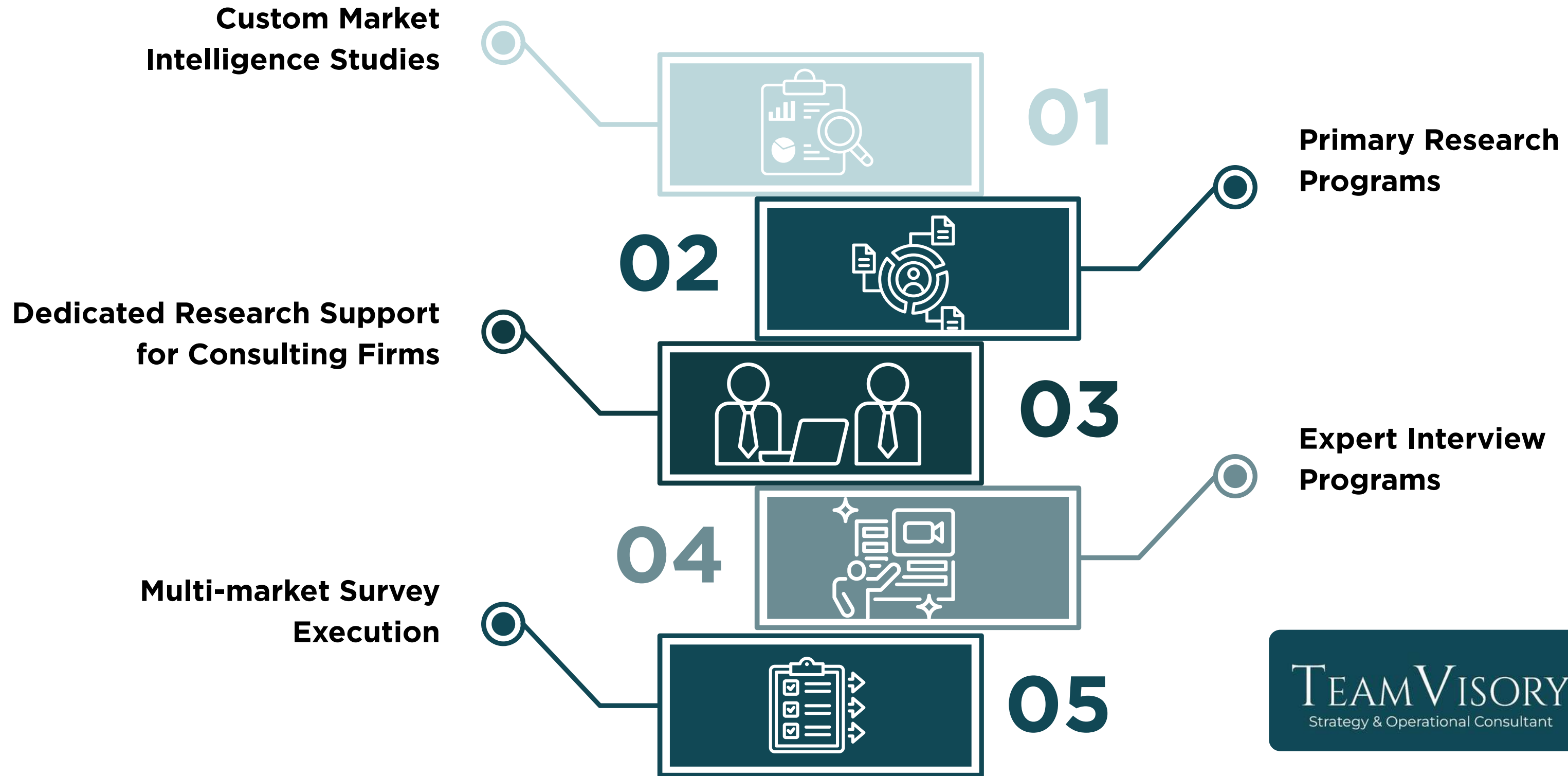
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Competitive strategy assessment

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Engagement Models

Teamvisory supports clients through flexible engagement structures.



Representative Research Engagements

Case studies demonstrating how Teamvisory research supports strategic decisions.



Client Challenge

The specific problem or question the client needed to solve, such as entering a new market, understanding customer demand, or evaluating competitors.



Research Methodology

The approach we used to gather reliable insights, which may include expert interviews, market mapping, competitor analysis, and industry research.



Insights Generated

Key findings from the research that reveal market trends, customer behavior, and competitive dynamics.



Strategic Implications

How these insights helped the client make informed decisions, refine their strategy, or identify new growth opportunities.

Why Organizations Choose TeamVisory

Organizations partner with Teamvisory because of our:



- Strong global primary research capabilities
- Access to niche and hard-to-reach respondents
- Cross-industry research expertise
- Flexible and scalable research infrastructure
- Efficient and reliable project execution

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info@teamvizory.com



www.teamvizory.com



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