

DATA drives IMPACT

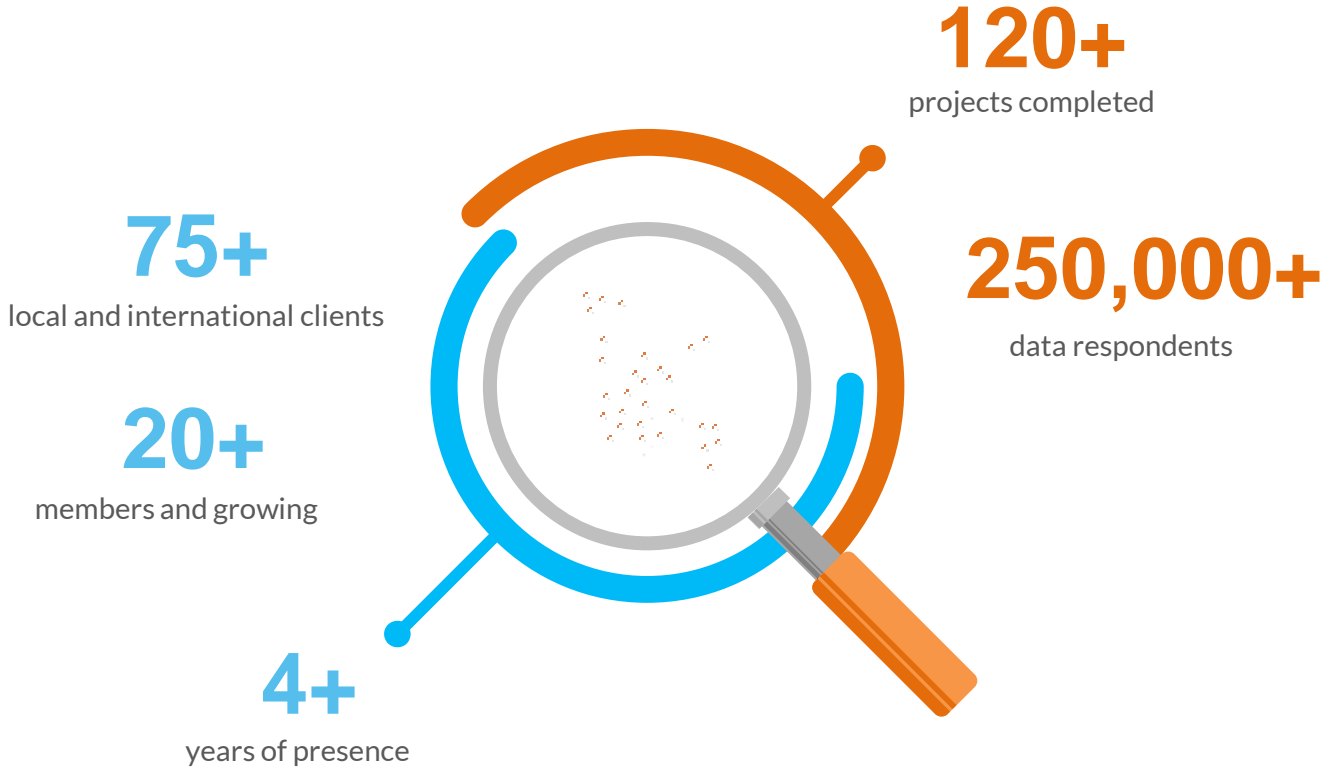
Every data tells a story.
Every story creates an impact.
Let us help you write your story.

LightCastle Partners (LCP) is one of the fastest growing consulting firms in Bangladesh. We combine data, analytics and technology to solve real world problems.

Working at the nexus of private, public and development sector, we specialize in supporting our clients make data-driven decisions by harnessing technology. We have conducted market research studies on 30 plus sectors spanning from agro-processing to consumer durables to digital services and FMCG.

In a span of 50 months, we have collaborated with 85+ clients to create 140+ projects helping our clients chart a data driven growth story.

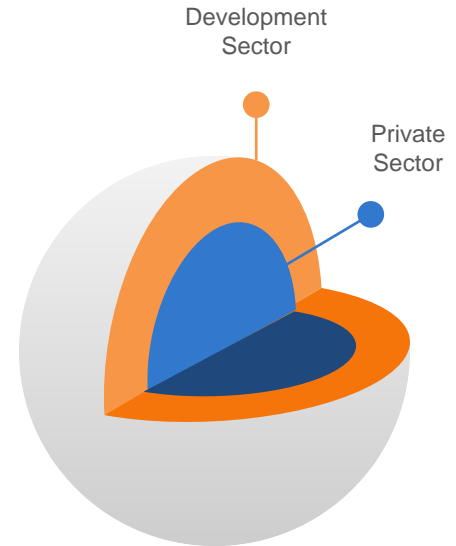
LCP By the Numbers



Featured Brands:

120 Impact Stories and Counting

4





LightCastle Partners

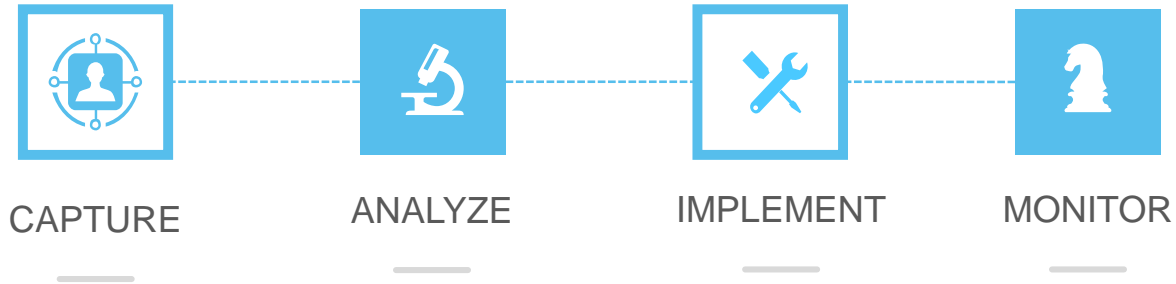
Inspiring Business | Boosting Economies

**PRODUCT
PORTFOLIO**

Our Approach

LightCastle Partners (LCP) has dedicated capabilities to provide top of the line collaborative opportunities. We have developed service suites to best work together with our clients. Data is our best friend and we want it to be yours too. Ranging from data collection to analysis to solution implementation to tracking progress – we provide the complete value chain of expert services to help you chart your unique impact story.

DATA-DRIVEN APPROACH



Our Services



Market Research & Intelligence: At Your Fingertips

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Becoming a customer-centric organization is mission critical in today's complex economy. We live at a time when consumers are frequently changing tastes and fashion.

To live up to your existing and potential customers' requirements, therefore, it becomes paramount to keep updated with their pulse. Real customer-centricity starts with an understanding of what delivers value in the customers' eyes.

Acknowledging the challenges associated with collecting and interpreting accurate customer insights, we have designed our own proprietary technology platform to make life easier for our clientele. We will help bring customers to life throughout your organization.

You will become more active, relevant, and successful over the period by building your customers' opinions into your decision making processes.

LightCastle Data is an online based self-serving platform that allows organizations to conduct market research in real time – enabling fast decisions.



“Proprietary Online Survey & Analytics” Platform to collect real-time consumer insights



Strategy Consulting and Technical Support:

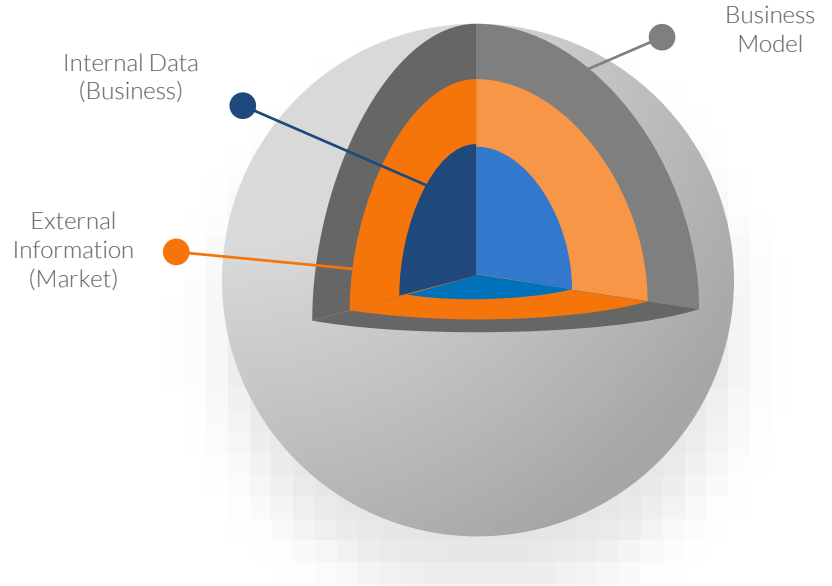
Business Data Pie

At LCP, consulting doesn't end with only gaining insights. Be it investment advisory or business design, research becomes more robust when you have your demand side analysis supplemented by supply side information. Powerful sectoral analysis, key industry expert interviews, focus group discussions, and market trends move businesses from insight to action.

We specialize in gathering industry specific facts, recognizing critical success parameters and seeking out opportunities for you to carve your own niche and excel performance. We aim to present you with sufficient information and expertise to help you make well-informed decisions.

What's the best strategy point for market penetration? What is the competitive landscape like? How big is the market? What are the strengths and drawbacks of direct and indirect competitors? These questions and more will be uncovered via our cutting-edge research methodology and on-ground support network.

Furthermore, a detailed cost-benefit analysis will shed light on exactly how much investment is required and over what timeframe. Your return on investment can be measured with pinpoint accuracy.



“Business Data” Pie to provide 360 degree analysis and hack client growth



Business Analytics: The Power of Data to You

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A premier SBU of LCP, LightCastle Analytics converts your internal data into asset with business analytics. Additionally, a dedicated tech team works relentlessly to deliver your custom business solution software and services. Whether you want to predict multiple scenarios, have access to every information at your fingertips, or counter ambiguity with contingencies – our business analytics tools will help you get there.

We further develop tailored product - and customer-wise revenue reports, enable you to take daily decisions based on ratio charts and at-a-glance summaries, help generate periodical financial statements and contrast with various performance metrics and create continual business insights from your daily data to optimize decision making.



Proprietary LightCastle Data “Business Intelligence Dashboard”
to track your performance



Training and Capacity Development: LightCastle Center For Advance Learning

LightCastle center for advanced learning (LCAL) – the professional capacity building arm of LightCastle – serves as a center for knowledge dissemination and development of human capital across the country. LCAL is a premium analytics institute aimed at existing and aspiring business professionals. They offer both short and long courses to help build strong analytical financial and management skills base for Bangladeshi workforce. Graduating from LCAL, participants are expected to come out with a fresh understanding of advanced quantitative skill – leading to efficient decision making and management.

Through it's capacity building initiatives, LCAL plans to:

- Help companies attain qualified staff
- Lower the rate of staff turnover and ensure sustainable growth
- Ensure a higher level of efficiency among employees
- Make human capitals more flexible and dynamic
- Help in ensuring job security and job satisfaction
- Improving the overall condition of human capital base of the country.





IMPACT STORIES

Featured Engagement: Aarong



Aarong, the country's leading ethnic wear brand and part of BRAC, was experiencing stagnating sales contributed by changing taste and fashion. To this end, conducting a customer segmentation study was imperative for gauging future growth trend.

Through our market intelligence and research study and evaluation of customer segmentation based on purchasing behavior allowed Aarong to tap into a new base of consumers by charting a holistic strategy.

Featured Engagement: Boston Consulting Group



Boston Consulting Group (BCG), a globally recognized management consulting firm, wanted to understand the Bangladesh consumer market in order to promote Bangladesh as an investment destination.

We've worked as their local data and analytics partner by conducting data collection, analysis, insight generation while helping to complete the report 'Bangladesh- The Surging Consumer Market Nobody Saw Coming'.

Featured Engagement: Tiger Cement



Tiger Cement, one of the notable cement brands in Bangladesh, had its eye set up to be one of the top 5 cement brands in Bangladesh. In order to help our client gain a stronger footing and challenge its competitors, LightCastle embarked on a deep dive research of the cement industry and gained knowledge of critical industry drivers.

We segmented the market research into a fourfold structure utilizing the Boston Consulting Group's 'Challenge The Leader®' Framework to develop a robust market penetration strategy to propel Tiger Cement as a challenger to the leading brands.

Featured Engagement: Robi bdtickets.com



Robi launched its e-ticketing platform bdtickets.com in 2015 but even with great branding and partners failed to gain traction among its users.

We worked with the Robi team to analyze the market and digital consumer behaviour through an action research created for devising plausible strategies in channel development, marketing and consumers development.

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Featured Impact Story: PRAN



PRAN-RFL, a leading local conglomerate, has been operating in the consumer durable segment with the Vision brand. Considering the enormous growth prospects in the electronics segment, RFL was looking to expand its manufacturing capacity to increase CKD manufacturing capability.

We supported the RFL team to raise USD 20 M from CDC, an UK based impact investor. The project entailed preparing a market landscaping study with financial projections, sensitivity analysis and an investment paper.



**ABOUT
US**



The Team to Get Things Done

Founding Partners have background with Citi, HSBC, BYLC, BATB, Nielson

Our Mentors

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Advisors



Mohammad Mizanur
Rahman,
Strategic Planning Advisor

Managing Director,
Modhumoti Bank



Aminur Rahman,
Financial Advisor

Managing Director,
Janata Bank



Mushtaque Ahmed,
Brands & Marketing
Advisor

Managing Director,
Net Value Training &
Consultancy



Habibullah N Karim,
Technology Advisor

CEO,
Technohaven



A.B.M. Siddique,
Agro & Non-Profit Advisor

CEO,
Kranti Associates

Board



Mustafizur Khan

Founder,
SD ASIA



Fayaz Taher

CEO,
Fortuna Group



Samad Miraly

Executive Director,
Olympic Industries



Zarif Munir

Managing Partner,
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WHAT STORY DO YOU WANT TO WRITE?

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