MA FOI
A CIEL HR GROUP COMPANY

CASE STUDY

Accelerating Growth for Engineering, Infrastructure & Industrial Technology Companies

CLIENT PROFILE

A leading engineering and industrial solutions company operating in sectors such as:

- Industrial Engineering
- HVAC & Building Services
- Water & Environmental Solutions
- Energy & Sustainability
- Manufacturing Technology
- Infrastructure Solutions
- Industrial Automation

The company had built strong technical capabilities and a loyal customer base over the years but faced challenges in scaling revenue, expanding markets, and creating a predictable growth engine.

BUSINESS CHALLENGE

Like many engineering-led organizations, the company had developed deep technical expertise but faced limitations in achieving the next phase of growth.

KEY CHALLENGES

- Revenue growth plateauing despite market opportunities
- High dependence on founder-led sales
- Lack of structured lead generation systems
- Limited visibility in new markets
- Inconsistent business development efforts
- Difficulty converting technical expertise into market differentiation
- Organizational readiness concerns for larger-scale growth
- Limited scalability of internal processes

The leadership team sought a strategic growth partner capable of aligning market expansion, organizational effectiveness, and execution excellence.

MA FOI STRATEGIC CONSULTANTS APPROACH

Rather than addressing individual symptoms, Ma Foi Strategic Consultants adopted a comprehensive Growth Transformation Framework.

The objective was to identify growth bottlenecks and create a sustainable, scalable business growth engine.

PHASE 1

Growth Diagnostic Assessment

A comprehensive review was conducted across five dimensions.

Market Assessment

Industry positioning
Competitive landscape
Market opportunities
Customer segments
Value proposition effectiveness

Organisational Assessment

Structure effectiveness
Leadership bandwidth
Role clarity
Decision-making efficiency

Revenue Assessment

Sales process maturity
Pipeline management
Lead generation effectiveness
Conversion challenges
Strategic account opportunities

Operational Assessment

Execution capability
Delivery readiness
Cross-functional alignment
Process maturity

Scalability Assessment

Growth preparedness
Expansion capability
Talent readiness
Future-state planning

PHASE 2

Strategic Growth Blueprint

Based on the findings, a growth roadmap was developed focusing on:

Market Expansion

New industry opportunities
Geographic expansion opportunities
Strategic partnerships
Channel development

Brand Positioning

Industry thought leadership
Founder positioning
Solution-led messaging
Market differentiation

Revenue Growth

Pipeline development
Lead generation systems
Strategic account management
Revenue operations alignment

Organisational Growth

Structure optimization
Accountability frameworks
Leadership strengthening
Workforce planning

PHASE 3

Execution Enablement

The consulting engagement supported implementation through:

Growth Governance

Monthly growth reviews
KPI monitoring
Pipeline visibility
Strategic decision support

Leadership Alignment

Growth accountability
Execution ownership
Business review frameworks

Business Development Support

Opportunity identification
Strategic introductions
Partnership ecosystem development
Market engagement support

OUTCOMES

Enhanced Market Visibility

The company strengthened its positioning as a trusted industry solution provider.

Stronger Revenue Pipeline

Improved visibility into:

Prospective clients
Strategic opportunities
Growth sectors
Expansion possibilities

Improved Organisational Readiness

Leadership gained:

Better business visibility
Stronger governance systems
Improved accountability
Enhanced execution control

Sustainable Growth Foundation

The organisation became better positioned to:

Scale operations
Enter new markets
Pursue larger opportunities
Strengthen leadership capacity
Build long-term enterprise value

THE MA FOI STRATEGIC CONSULTANTS DIFFERENCE

Unlike traditional consulting assignments that focus on isolated functions,
Ma Foi Strategic Consultants *approaches growth holistically through five integrated pillars:*

GROWTH PILLAR	Focus Area
Market Growth	Positioning, Expansion, Partnerships
Revenue Growth	Lead Generation, RevOps, Sales Enablement
Organizational Growth	Structure, Governance, Accountability
Leadership Growth	Founder & Leadership Capability
Scalability Growth	Systems, Processes, Execution Excellence

CONCLUSION

Many engineering and industrial businesses possess outstanding technical capabilities but struggle to convert that expertise into scalable growth. Through a structured growth consulting approach, Ma Foi Strategic Consultants helps organizations bridge the gap between technical excellence and commercial success—creating businesses that are not only operationally strong but also positioned for sustained and profitable growth.

DISCLAIMER

This case study is a representative illustration based on consulting engagements across engineering, industrial, infrastructure, technology, sustainability, and manufacturing sectors. Specific client details, metrics, and implementation elements have been generalized to maintain confidentiality while demonstrating the consulting methodology and outcomes.

ABOUT MA FOI STRATEGIC CONSULTANTS

Rooted in the Ma Foi legacy since 1992, our HR Growth & Advisory practice brings over three decades of experience to help organisations navigate complex people and organisational challenges, from leadership and culture to performance and talent strategy.

Ma Foi Strategic Consultants is part of the CIEL HR group of companies, one of India's largest HR services organisations, with a presence across 83 offices in 41 locations.

The result is a team that can move fast on complex, high-stakes assignments, backed by the depth of a specialist consultancy, the reach of a nationwide network, and decades of hands-on HR experience.

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30+
Years

83
Offices

41
Locations

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