Scope

**Header: Mining knowledge**

**Intro:** Scope operates in the niche area of data analysis and research related to domestic and international markets. It’s an independent research provider and is not affiliated to any investment bank or brokerage firm.

Scope eKnowledge Centre is a different kind of BPO firm. It is into data analysis and research. This is pretty high-end work. Most of the employees at Scope are either engineers or MBAs.

Scope Marketing was started in 1987 by a group of graduates from the 1982-83 batch of the Indian Institute of Management (IIM), Ahmedabad. Chandu Nair, worked with Asian Paints and Business World and co-founded Scope in 1987. Sivadas, worked with Escorts and United Breweries. Vijaylakshmi Rao worked with TI Cycles, SB Billimoria and SAIL (Steel Authority of India Ltd).

Scope offered services in the area of industrial market research. This would involve collecting and analysing the data to furnish an understanding of the market profile. At times it would also provide strategic insight into the understanding of the market.

As the BPO revolution took off, Scope turned its attention to the international market. Its focus on the export segment seems to have paid off and the employee strength has increased from 30 to almost 80. Sixty of them are working for live or pilot projects for international clients.

While Scope conducted primary data collection activities in the domestic segment, the export effort is either confined to data analysis or data collection from secondary sources like the Internet.

The management team, comprising Chandu Nayar, Siva and Vijaylaxmi, believe that data analysis and market research in the global context is potentially a high growth area. However, since the export operations are in the nascent stage, hazarding projections is difficult.

Scope tends to address market research companies, database companies and data research companies. It offers services relating to database, business research or investment research. However, Scope does not plan to offer conceptual skill-related strategic consultancy and prefers to stick to data-driven quantitative analysis.

Scope is divided into three knowledge centres. Each of the knowledge centres spearhead an area of activity or area of knowledge. The knowledge centres are in the areas of database services, business research and investment research. Database services relate to abstraction services, indexing and cataloguing and directories. The centre for outsourced business research services offers high quality, cost-effective research and information services support to corporations and institutions around the world. Scope provides a web-enabled platform for
outsourcing services of various business processes such as Web research, preparation of industry/market reports, company profiles, market research and data analysis. Scope aims to leverage the intellectual capital of India and the power of the web to offer quality research at value prices. The Centre for Outsourced Investment Research offers brokerages, investment/asset management firms, pension funds and independent research providers an excellent cost savings opportunity. Scope is an independent research provider and is not affiliated to any investment bank/brokerage firm.

Scope has a team of Web researchers who are skilled at using Scope search processes. Scope employs field executives who are skilled at collecting grassroots information. Scope has industry analysts who are experienced at interpreting global information, assessing trends and working up detailed analysis. It has research executives who specialise in research and design processes, possess high level of analytical skills, including the use of software packages for data analysis. It has project coordinators who manage every client account with responsibility for project coordination, client interaction and supervision. Managers are also involved in conceptual development, training and practice development. Scope has feature editors who are adept at generating feature ideas, writing and presenting and editing articles for the web media. The company ensures that all projects have a quality assurance manager as part of the team and well qualified engineers across all areas of specialisation who are trained to abstract patent and business documents, create and update databases. Though Scope is very small and revenues are not even worth mentioning, the unusual nature of business segment commands interest.

Start-Up Year: 1987
Area of Operations: Marketing Research
Location: Chennai
CEO: R. Sivadas
Ownership and Funding details: Chandu Nayar, Siva and Vijaylaxmi
Headcount: 60
Approximate Revenues: N.A