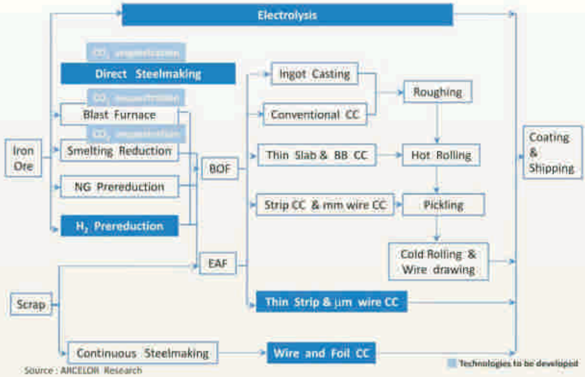
Our Expertise

Iron & Steel Industry

Capital Projects & Technology Advisory Services

Eastern Resources help clients choose most appropriate process technology based on availability of raw material, power, and other resources with minimum capital investment. It takes into cognizance of current trend & future technological requirements in steel industry. We have expertise in all areas of iron and steel making technology.

Production Routes of Steel in 2050

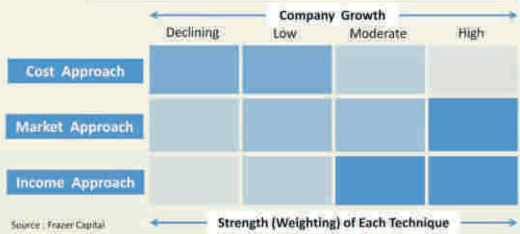


Source : ARCELOR Research

Financial & Asset Valuation Services

For mergers and acquisitions (M&A) it is most important to identify a target. Appropriate valuation of the target and assessment of synergy is the key to success or failure in M&A. Additionally, valuations of company's assets for the purpose of acquisition, insurance, tax, or others require specialised skills and expertise.

Usefulness of Business Valuation Methods

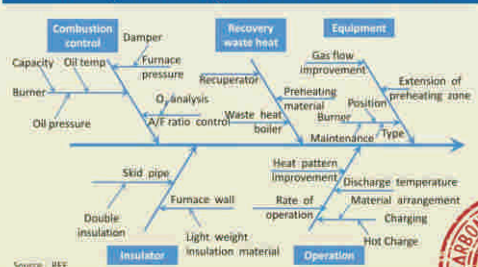


Source : Frazer Capital

Regulatory & Sustainability Services

The world steel industry accounts for 5% of global carbon dioxide emissions. We assist clients to monitor and control pollution, reduce carbon emissions and conserve energy through waste heat recovery from different furnaces such as DRI kiln, blast furnace, coke ovens, reheat furnace, EAF etc. We provide services for Clean Development Mechanism (CDM) projects advisory and carbon finance. We also help clients in performing Life Cycle Assessment (LCA) and Sustainability Reporting.

Fish-bone Diagram for Energy Conservation of Reheat Furnace



Source : BEE

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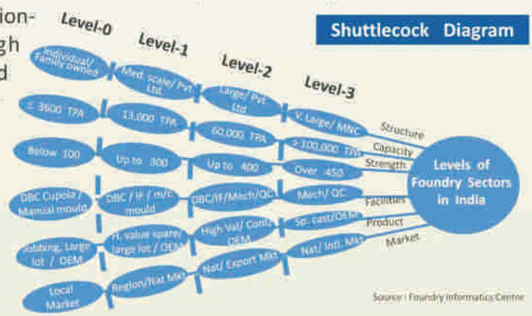
Strategy Consulting Services

We advise clients on strategy formulation in areas of market entry, business growth, restructuring, and diversification. In practice, a company's strategic position is defined by the combination of sales growth relative to market growth, and market share relative to the next largest competitor's. Unlike BCG matrix, the Four-Seasons Matrix gives insight into evolution of company's strategy through different seasons of Spring (budding market leader with above average growth rate), of Summer (world leaders with outgrown market), of Autumn (world leaders with below average growth & losing position), and of Winter (followers growing at slower pace). Companies change seasons by choosing one particular strategy over another. ArcelorMittal has evolved through seasons to become the world leader in steel industry.

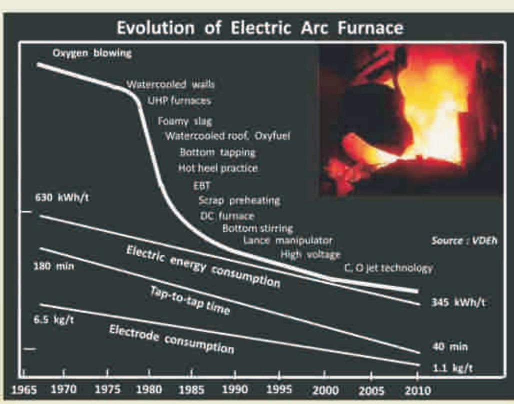
Marketing Management Services

Eastern Resources provide clients deeper understanding and insight into industry, market, competition, risks and opportunity. This is done with the help of marketing research. It facilitates them perform efficient Customer Relationship Management (CRM) through customer value management, brand positioning and new product development. Eastern Resources can perform Policy Research for the government to help develop the country's numerous SME clusters in different sectors such as foundry, forging, and rerolling.



Operational Management Services

Efficient operational management brings down production cost and raises throughput. Competitive advantage comes through reduced waste, better quality control, increased equipment availability, reliable operation, and reduced machine failure. We provide operations audit, process risk study, cost and quality improvement advisory. Operational improvement and technological advancement over a period has increased efficiency of iron & steel making, rolling, and processing.



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