

CLIENT CASE STUDY: GROZ ENGINEERING TOOLS (P) LTD., INDIA

Exclusive Supply Chain Partnership for Chemical,
Workshop, and Maintenance Products



Client	Engagement Timeline	Key Results
Groz Engineering Tools (P) Ltd., India	2011 – Present	Over \$4,000,000 Revenue 30% ROI Full U.S. Market Presence

Executive Summary

Starting in 2011, our multi-phase partnership between Indian manufacturer Groz Engineering Tools and The Integration Group (TIG), a supply chain and e-commerce accelerator, helped establish Groz Engineering Tools' on-going physical and digital foothold in the U.S. market. The initial approach generated over \$4,000,000 in revenue with an impressive 30% ROI — demonstrating effective market entry and digital acceleration.

The Challenge

Groz Engineering Tools wanted to break into the U.S. market, and needed a partner who could help them:

- Secure a physical location in the U.S.
- Build a solid operational foundation
- Launch a robust digital expansion

Our Solution

Phase 1: Establishing the Foundation (2011 Onwards)

The initial phase focused on building Groz's core US infrastructure. TIG facilitated:

- **Physical Presence:** Secure U.S. locations, establish operations and set up robust logistics for efficient inventory and order fulfillment.
- **Distribution Network:** Forge critical B2B partnerships with major U.S. retailers and industrial suppliers, including Napa, Northern Tool + Equipment and Grainger.
- **Direct Sourcing:** Implement seamless direct shipping from Groz Engineering Tools' Indian manufacturing facilities, optimizing costs and product availability.

This groundwork created a reliable supply chain, ensuring widespread product availability across the US.

Phase 2: Digital Transformation & Market Acceleration (2019 Onwards)

The initial phase focused on building Groz's core US infrastructure. TIG facilitated:

- **Amazon Launch:** Position Groz Engineering Tools as the sole third-party seller on Amazon — managing product listings, inventory, advertising and customer service for consistent brand control.
- **GrozUSA.com Launch:** Develop and launch a dedicated direct-to-consumer e-commerce platform, enabling direct sales and enhanced brand engagement.
- **Integrated Sales & Marketing:** Craft a unified strategy across traditional and digital channels, encompassing SEO, PPC, social media and content marketing to drive awareness and sales.

This digital push significantly broadened Groz Engineering Tools' reach, connecting them directly with end-consumers and diversifying revenue streams.

Key Outcomes

- **Significant Revenue & ROI:** Achieved over \$4,000,000 in revenue with an impressive 30% return on investment.
- **Comprehensive Market Penetration:** Established a robust multi-channel distribution model, combining strong B2B partnerships with a thriving direct-to-consumer and Amazon presence.
- **Streamlined Operations:** Optimized supply chain from India to U.S., ensuring efficiency and cost-effectiveness.
- **Established Brand:** Transformed Groz Engineering Tools into a recognized and trusted name in the U.S. industrial tools market.

WHY IT MATTERS

This case study underscores the power of a strategic, phased approach to international market entry. By building a solid physical and operational foundation, followed by a robust digital expansion, TIG enabled Groz Engineering Tools to successfully penetrate and grow in the competitive U.S. market — delivering an impressive ROI and establishing a lasting brand presence.



READY TO OPTIMIZE YOUR SUPPLY CHAIN?

The Integration Group is ready to help.

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