



BLUE MIDAS  
CONSULTING™

# Business Consulting

Strategic Excellence for Lasting Impact

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# About Blue Midas Consulting

Blue Midas Consulting is a business consulting firm that aims to provide services to various sectors. The founding team consists of people with rich engineering and management experience in diverse fields.

The team is focused on providing services to the companies belonging to the Micro, Small and Medium Enterprises i.e. MSME segment covering both strategy formulation and on ground execution.

The CEO & Founder, Mr. Sanjeev Kumar has 35 years of experience in aeronautical sector in diverse areas such as tool design, production, head of materials management at transport aircraft division, helicopter division, engine division and offset division at Hindustan Aeronautics Limited (HAL)

The Chief Business Consultant, Mr. Manas Agrawal has completed his MBA from Indian School of Business, Hyderabad (ISB) and has Strategy & Operations and Data Analytics experience in Automotive, IT, Fintech, B2B SaaS companies and has New Product development, Financial Modelling and marketing, experience in Consumer durables sector.

Together the team brings rich hands on experience in the domain of Supply Chain, Manufacturing, Data Analytics, Optimization, Process Excellence, Marketing Strategy, Operations, Project Management, Strategic Procurement, Vendor Management, Organization structuring and Change Management

## ORGANIZATION AND MANAGEMENT



**Sanjeev Kumar**  
CEO & Founder



35+ Years of Experience



Education



**Manas Agrawal**  
Chief Business Consultant



10+ Years of Experience



Education

# Vision and Mission

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## VISION

To be the trusted partner for MSMEs across diverse sectors, enabling sustainable growth and innovation through world-class consulting services in strategy, operations, and execution, thereby empowering businesses to achieve their full potential and thrive in a dynamic marketplace.



## MISSION

At Blue Midas Consulting, we are committed to delivering tailored solutions to Micro, Small, and Medium Enterprises (MSMEs). Leveraging our deep expertise in engineering, management, and data analytics, we help businesses overcome challenges in supply chain, operations, and strategy.

By focusing on execution we aim to drive measurable improvements in performance, efficiency, and competitiveness across industries to help our clients achieve their business goals and create long-term value.



# Services Offered

1

## Operations Consulting

- Lean Management
- Process Excellence
- Six Sigma projects: Quality Improvement
- Statistical Quality Control
- Predictive Analytics: Maintenance Planning
- Mathematical Optimization: Operations Research
- Risk Management
- Cost Optimization
- Project Management:
- ROI Calculation
- Detailed Project Planning
- Execution & Change Management

2

## Data Analytics

### First Stage: If Structured data is not available:

- Implement Data Structure for data analytics
- Implement Data Storage, Retrieval and Backup

### Second Stage: When Structured data is available:

- Supervised Machine Learning
- Unsupervised Machine Learning
- Data Analytics: Decision Making
- Data Visualization: Central Dashboards
- Time Series Forecasting
- Deep Learning
- Explainable AI
- Machine Learning Operations

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## Marketing Strategy - New Product Development & Existing Product

- Marketing Analytics
- Business Case Development
- Financial Modelling
- Pricing Strategy
- Market Sizing
- Go to Market Strategy
- Competitor Analysis
- Inbound and Outbound Marketing
- Revenue Optimization
- Channel Analysis
- Lead Generation
- Sales Funnel Optimization



# Services Offered

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## Supply Chain Management

- Supply Chain Analytics
- Bottle Neck Identification
- Throughput improvement
- Inventory Management
- Inventory Optimization
- Supply Chain Design
- Production Planning

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## Digital Transformation

- Website Development
- Web Analytics
- Reports and Work Automation
- Project Management Tools
- Change Management
- Knowledge Management
- Setup of New Sales Channels
- Setting up Management Information System

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## Strategic Procurement & Budgeting

### Procurement:

- Contract Guidance
- Vendor Quality Management
- Zero based Costing

### Budget:

- Variance Analysis
- Management Accounting

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## Performance Management, Training and Standardization

### Strategic Performance Management:

- Balanced Score Card
- Key Performance Indicators designing and tracking
- Global Strategic management.

Training: Gap Analysis and Recommendations

Standardization: SOP and Playbooks

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## Start Up Guidance

- Steps to Initiate Startup
- Market Analysis for startup / Idea feasibility

# Proposed Methodology

Consulting methodologies provide powerful approaches for solving complex business problems in a dynamic market environment. Strategy consulting emphasizes long-term vision and competitive positioning. The methods help firms navigate market shifts and technological disruptions by aligning their core capabilities with evolving customer demands and market dynamics. The strategic focus on aligning resources and identifying competitive advantages is crucial in achieving market share and building consumer trust.

Business consulting is instrumental in improving operational efficiency and supply chain resilience. Methodologies like Lean Six Sigma, Business Process Reengineering and Value Stream Mapping enable firms in Operations, Supply Chain and Procurement to streamline workflows, reduce costs, and enhance process quality. For companies undergoing Digital Transformation or leveraging Data Analytics, these methodologies help in integrating new technologies, automating key functions, and optimizing decision-making processes.

The combination of operational and strategic improvements ensures companies are agile, cost-efficient, and able to build trust through consistent delivery and value creation.





# For enquiries, contact us.



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