



Market Research Presentation

Market Research Services

'Bringing value through Market Research'

*For
Industrial Applications*

About Us

- Kaizen Market Research And Consultancy is a leading Market Research Company headquartered at Mumbai and branch offices at Ahmedabad, Delhi and Bangalore.
- KMRC is started by young management professionals in 2011 with four Business Units namely, Market Research, SME Consulting, Marketing Processing Outsourcing and Global Data Collection.
- The **Market Research services** of kaizen include following services
 - ✓ Demand Estimation Study
 - ✓ Customer Satisfaction Study
 - ✓ Competitor Analysis
 - ✓ Concept Testing Study
 - ✓ Product Research
 - ✓ Marketing Research
 - ✓ Detailed Project Report
 - ✓ Distribution Analysis
 - ✓ Advertise Impact Study
 - ✓ Consumer Research
 - ✓ Market Access
 - ✓ Export Analysis
 - ✓ Strategic Analysis
 - ✓ Business Consulting
 - ✓ Brand Value Analysis
 - ✓ Rural Research
 - ✓ Price Analysis

Demand Estimation Study

- **Our Demand Estimation Study covers following aspects:**
 - Market Potential
 - Segment wise/application wise/geographical area wise breakup
 - Projection of growth for next 5 years
 - Key customers and their preferences
 - Understanding of buying behavior of consumers
 - Consumption norms (annual consumption and frequency)
 - Purchase procedures and preferences
 - Market share of major players and their competitive strength
 - Existing competitors and substitutes in market
 - Trend analysis
 - Price point analysis
 - Gap analysis

- **KMRC use two pronged approach for Demand Estimation, where we define Market Potential from both the sides (i.e. Users and suppliers). We collect data from multiple respondents from each target organization. i.e. typically for any B2B product or services, there are multiple respondents interviewed such as purchase team, user team, quality team, supply chain team and management. We are quite confident about the numbers we get and approaches used to get those numbers.**

Customer Satisfaction Study

- **Customer/Vendor/Employee Satisfaction Survey**
 - ✓ Overall satisfaction
 - ✓ Location wise, functionality wise, unit wise satisfaction
 - ✓ Net Promoter Score
 - ✓ Engagement Vs Impact segmentation
 - ✓ Benchmarking
 - ✓ Feedback on key competencies and other qualitative input

- **KMRC Differentiation in Customer Satisfaction Study:**
 - ✓ Segmentation of customers and then apply different sampling on each segment
 - ✓ Weightage based on importance of customer (for select questions, satisfaction and importance shall be asked)
 - ✓ In-depth customer assessment (with verbatim)
 - ✓ Separate purchase satisfaction and user satisfaction
 - ✓ The model uses two factor theory of Herzberg (Hygiene and Motivation)
 - ✓ Understands engagement and loyalty (NPS method)
 - ✓ More open end questions, specially at sensitive areas
 - ✓ Personal interviews by senior consultants – in depth qualitative interviews
 - ✓ Categorizing the required change in priority wise (higher/moderate/warm)

Customer Satisfaction Study

- **Analysis**

- ✓ Statistical Analysis for quantitative data
- ✓ Affinity Diagrams for qualitative data
- ✓ Facilitating Root Cause Analysis
- ✓ Drawing out a structured Plan of Action
- ✓ Customer Segment wise/attribute wise/location wise/function wise analysis

More than 50 attributes can be evaluated such as process, quality, behavior etc

- **Some of the sample parameters are:**

- ✓ Marketing process
- ✓ Planning process
- ✓ Commercial policy and process
- ✓ Communication and people process
- ✓ Delivery process

Supplier/Employee Satisfaction Study

▪ **Supplier Satisfaction Survey**

- ✓ An objective basis of knowing the drivers of supplier behavior
- ✓ An overall approach to understand the attributes by which the supplier judges the OEM
- ✓ A scientific basis of understanding the interaction between these attributes and determining their relative importance
- ✓ An objective and independent perspective of supplier perceptions

▪ **Employee Satisfaction Survey**

- ✓ Weakened morale of employees
- ✓ Inappropriate work flows
- ✓ Higher times spent in chasing departments within the company
- ✓ Lower work efficiency
- ✓ Higher costs of organization
- ✓ Reduced understanding and sensitivity to customer
- ✓ Weakened competitiveness and capability

Product Research

- Every customer is unique, and same product can not satisfy all customers. There is a need to segmentise the customer group based on characteristic, then understand need of each group, find the suitability of our product with different group, i.e. identifying target market. We need to then position our brand into customers mind, i.e. positioning among target market.

- Our product research helps companies to take decisions on their products during entire Product Life Cycle. Our range of research services include:
 - ✓ Need-Gap Analysis
 - ✓ Concept Testing
 - ✓ Product development
 - ✓ Product Management
 - ✓ Product Improvement
 - ✓ Creating product differentiators
 - ✓ Competition product profiling
 - ✓ Developing product mix

Price Analysis

- The pricing strategy includes understanding price acceptance and rejection level, perception of customers on different pricing, payment options, discounts, skimming and other key parameter which help client in defining pricing strategy.
- Pricing is combination of behavioral and analytical exercise. At any places where price is defined by market is a commodity where based on supply and demand price sets, however for any product which is not commodity, which has brand name need to develop a strategy to set the pricing.
- Our pricing related Market Research Services are as below:
 - ✓ Pricing Analysis
 - ✓ Competitive pricing analysis
 - ✓ Price resistance and acceptance analysis
 - ✓ Cost analysis
 - ✓ Price point analysis
 - ✓ Mystery Audit for Pricing
 - ✓ Price advantage & opportunity

Advertisement Analysis

- Advertisement Analysis is a new tool however there is a strong need to understand the media effectiveness and right media selection for any business. Corporate spend lot of budget for media especially the highly competitive sectors like telecom, banking, airlines, real estate and finance. While spending huge budget, cannot we have a professional approach and planning for media selection and expenditure.
- Kaizen Market Research And Consultants bring new model to evaluate effectiveness of any type of advertisement and refer best suitable media mix by evaluating different media and their reach to target customers.
- KMRC Advertisement Analysis includes:
 - ✓ Advertisement Impact Study
 - ✓ Advertisement effectiveness study
 - ✓ Media planning and budgeting
 - ✓ New media identification
 - ✓ Advertisement designing study
 - ✓ Brand assessment and evaluation study

Techno Economic Feasibility

- There shall be a Detailed Project Report (DPR) prepared for any new business. This also includes product feasibility, marketing feasibility, business feasibility etc. It is crucial to understand feasibility of any business or project, to reduce risk and informed decision.

- KMRC majorly deal with Marketing Feasibility, as we believe that the clients are master in the Technical Feasibility. KMRC works closely with the planning team and commissioning team of client to prepare an error free strong report. Many times management want a Third Party Report in the cases where they want to understand feasibility before moving forward.

- There are various services under Techno Economic Feasibility:
 - ✓ Marketing Feasibility
 - ✓ Product Feasibility
 - ✓ Economic Feasibility
 - ✓ Project Feasibility Report
 - ✓ Detailed Project Report
 - ✓ Business Feasibility
 - ✓ Location feasibility

Positioning study

- The value of any business has a higher contribution of how it is positioned. Even the price of their products and customer segments differ based on their position in market. Brand can be developed based on trust and by providing the value expected by customers, and cannot be manually created. KMRC believes that the brand creation is not a manual function; however the relationship development and brand attachment can be developed through Market Research Services.
- Kaizen Market Research And Consultants has different services related to brand creation, management, rebranding, positioning and others. At every step, KMRC can help marketer in planning phase, where KMRC can coordinate with the advertisement agencies and marketing team of client.
- Below are the services for Positioning Study of KMRC, which can be customized, based on client requirement.
 - ✓ Brand Evaluation Study
 - ✓ Brand Asset Management
 - ✓ Brand Tracking Study
 - ✓ Online Brand Tracking

Consumer Behavior Research

- Consumer behavior is dynamic and unpredictable in nature, that's why it is important to track it all the time. This is a continuous process and makes two way communications possible between consumer and marketer.
- Kaizen Market Research and Consultants has a unique model and designed tool for consumer feedback. There are various data collection techniques used for these studies. KMRC has a good experience and exposure in working for consumer brands. This study is more focused to understand the trend and segment wise behavior and perception.
- The Consumer Behavior Studies are as below:
 - ✓ Behavioral Research
 - ✓ Usage & Attitude Study
 - ✓ Trend Analysis
 - ✓ Consumer testing

Competitive Analysis

- The model for Competitive Analysis is designed such a way that it helps client to have complete information of segment wise key competitor, their strength and weaknesses, their future plan, their performance for last three to five years and core competencies.
- There are chances that some player may get a competitive advantage due to tax benefit, location benefit, vertical or horizontal expansion or in management. The study can come out with those areas where client can focus and create point of parity and develop point of differentiation.
- Below are the service of Kaizen Market Research and Consultancy for Competitive Analysis:
 - ✓ Market Surveillance
 - ✓ Competitive Benchmarking
 - ✓ Competitive Insights
 - ✓ Competitor Profiling
 - ✓ Competitive Strategy development

Market Access

- As the name describes, it is access to a new market. The access is not limited to make a compatible situation but also help the client in developing strategy to enter and expand.
- Many times Indian companies want to access some foreign market while some foreign player wants access to India. KMRC has a capability to provide both the services. We have integrated our Global Data Collection SBU with this service.
- The geographical expansion and market expansion need to understand new market, its trend and performance of competitors. This shall also cover future opportunity on short medium and long run. A detailed Market Access Report shall be submitted to client which not only suggest the strategies but also describe the tactics client should use to apply those strategies.
 - ✓ Market Entry Study
 - ✓ Business Expansion
 - ✓ Collaboration and Merger And Acquisition
 - ✓ Diversification Strategy

Strategic Analysis

- Any business is dependent on strategy and there is no business possible without strategy. Kaizen Market Research and Consultancy helps management to design, develop, implement, evaluate and improve strategy by providing concrete information on key business functions.
- A business can be seen from a neutral side where there is no bias or vested interest or belief. This model works on the facts and numbers where an informed information can be provided to client to help them in take decisions. This is also called a Decision Support System (DSS).
- Below are key services of Kaizen Market Research and Consultancy for Strategic Analysis:
 - ✓ Strategy Formulation
 - ✓ Strategy Evaluation
 - ✓ Business Model Analysis
 - ✓ Strategic Planning
 - ✓ Business Consultation

Business Performance Research

- There are parameters which define the performance of a business. The key business performance parameters are Sales Numbers, Market Share, Profitability, Cost and other key attributes which define performance.
- This is mainly internal research where the available internal information can be evaluated; however it is necessary to understand industry performance and external factors which affect business.
- The overall performance is majorly known to management; however the segment wise, region wise and market wise performance can give valuable insights to decision maker. This research identifies performance, gaps and opportunities with respect to industry performance.
- Kaizen Market Research and Consultancy provide following services under Business Performance Research:
 - ✓ Gap Analysis
 - ✓ Problem Identification Research
 - ✓ Problem Solution Research
 - ✓ Industry Analysis
 - ✓ Internal Data Analysis

Sales and Marketing Research

- Sales is the only division which earn for entire company and that is why management is highly involved on sales activities. Marketing Research is different from Market Research, where focus is on sales and market share. There are other aspects such as supply chain, promotion and pricing; however sales is the key area.
- Sales has lots of complexity such as the sales head has to look for region wise sales, product wise sales, customer or segment wise sales, sales of competitors, market share, pricing strategy, availability of product, profit margin, customer relationship, vendor development and channel management, point of purchase management and so on and so forth.
- To help sales team, Kaizen Market Research and Consultancy provides following services under Sales and Marketing Research:
 - ✓ Forecasting Services
 - ✓ Business Development Analysis
 - ✓ Marketing Plan Development
 - ✓ Customer Analysis

Distribution Research

- Sales and distribution network, availability, Site location feasibility, Supply Chain Management, Market development, Inventory management, channel design, Channel analysis and others

- Distribution is highly complex activity which involves cash flow, order to delivery cycle, availability and reach, channel creation, maintenance & support, management of supply chain, coordinate with marketing & customer team, logistics, duties and taxes and so on.

- Evaluation of distribution channel, increase efficiency and reduce distribution are key challenges. Kaizen Market Research and Consultancy provide different market research services to overcome the challenges and efficient system. KMRC does primary interviews and desk research along with applying statistics to make the distribution channel effective. Below are the services for Distribution research.
 - ✓ Location Feasibility Study
 - ✓ Supply Chain Management
 - ✓ Channel creation and assessment

Rural Research

- The consumption in rural area is increasing rapidly and large companies have diverted their focus to rural market. The key growing sectors in rural are bank & micro finance institutions, handicraft, FMCG, CD, chemical & fertilizers and many more.
- Kaizen Market Research and Consultancy has different team and approach for rural research, where respondents understand very simple and local language. A rural research team used to stay in villages during rural projects and understand and observe their behavior.
- The tools which are used to understand rural population are observation, ethnography, survey and Face to Face Interviews. The rural research services of KMRC are as below:
 - ✓ Social – Rural Research
 - ✓ Agriculture and Farming Research
 - ✓ Farm Equipment and Technology Research

Market Research Objective

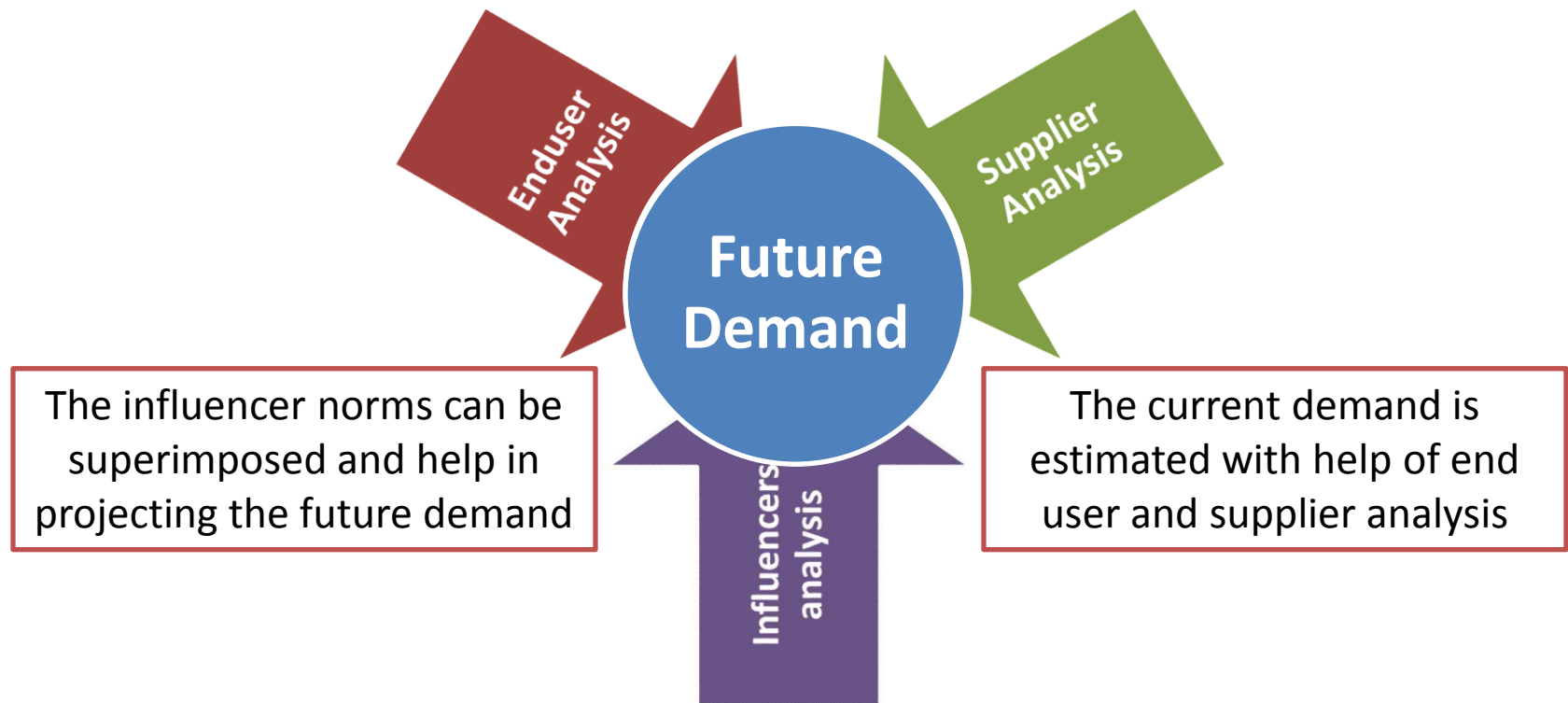
STRATEGIC NEED ASSESSMENT



KMRC Scope

In order to understand fairly well the Demand of a product, we follow **THREE PRONG APPROACH;**

The Study also covers influencer like consultants, regulatory bodies which largely impacts future demand



Methodology

Client team to brief KMRC team for understanding the expected output from the Study and set boundaries for the project

KMRC shall first work on Secondary sources. Then meeting the target respondents. There shall be multiple type of respondents who shall be contacted, For all this, one to one interview method shall be adopted

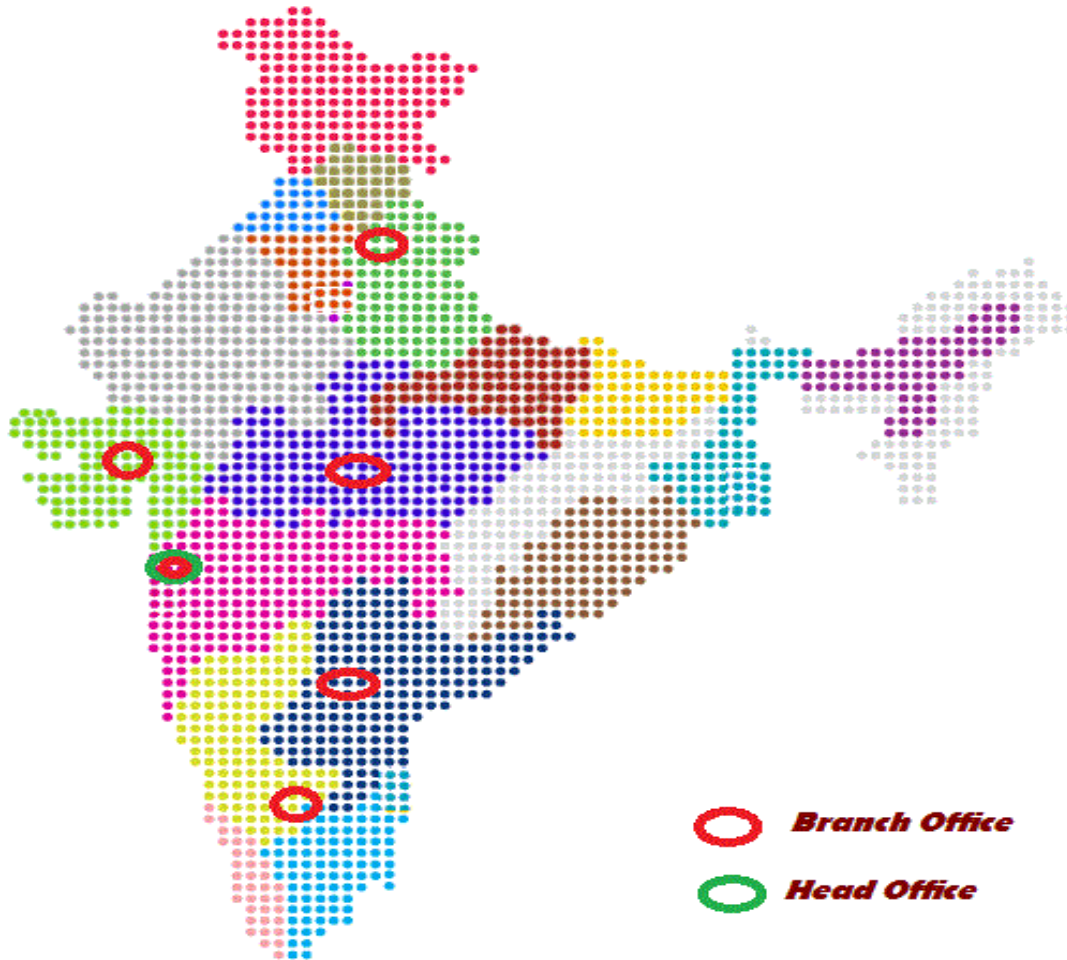
Data shall be collated, analyze and then presented to Client with all necessary supporting



Preparation of detailed time activity chart, List of contacts for field work identification of key respondents, Firming up on the questionnaire and list of contacts

KMRC team shall start collating the information in a structured format. This format shall be discussed with Client executive before hand

KMRC Reach In India



- KMRC has reach to three major locations which are Ahmedabad, Delhi and Bangalore other than Mumbai head office.
- KMRC has representatives in Indore, Vadodara, Rajkot, Surat, Pune, Mysore and other tier-2 cities.
- KMRC has also a strong network of field team , which is spread across India.

Please get Market Research consultation on



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