

Case Study

Test product market research for Automobile giant

Marketing Challenge:

World's leading and diversified auto business house wanted to know views of their target users on their test model's exterior, colors, design. They also wanted to understand the requirements of the target users for the test model's quality and features. It was important for them to receive advantages and disadvantages of the test model in comparison to the major models of competition.

MMRSS' Approach:

Central Clinic Test was done followed by Focus Group Discussion in Mumbai, Delhi and Bangalore. Target respondents were both male and female with the age group ranging from 18-35 who were the owners of Passenger car, price mid-range from 4-6 Lakhs. Central Clinic test was conducted with 180 respondents followed by 6 Focus Group Discussions.

The Results:

Using the data from Consumer research they were to accumulate combination of price/feature configurations for specific model. The inputs from the Research were feed backed into the R&D Team for their future product development.

About Majestic MRSS:

Majestic MRSS is more than a decade old full service market research company with clients in the Pharmaceutical, Healthcare, FMCG/CPG, Automotive, Information Communications and Technology (ICT), Hospitality & Retail, Media sectors. MMRSS has its presence in fifteen countries in Middle East and Asia. Majestic has always been at the forefront of technology as an emerging force in Asia and the Middle East in the last decade. To learn more visit www.mmrss.com

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