



Understanding Market, Customer & Competition through Market Research

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UNDERSTANDING MARKET

1

What is the market size?



2

What's the market location?

3

Which factors influence your market?

CUSTOMER



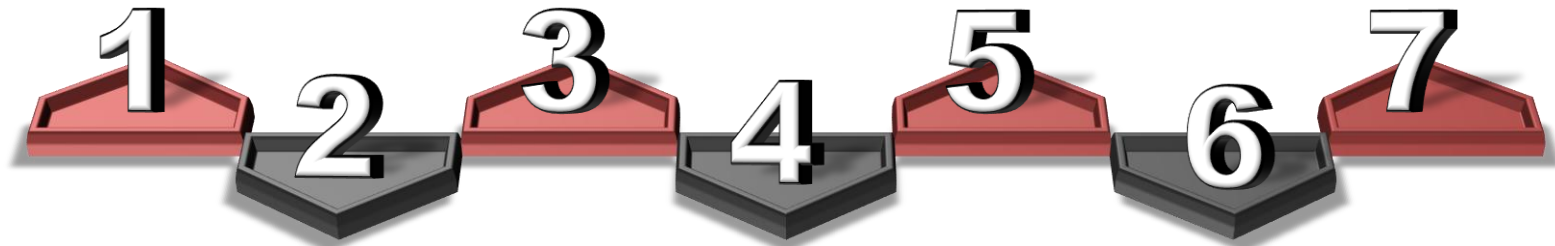
UNDERSTANDING YOUR COMPETITION

The primary parameter for your competition analysis should be location.

Identify top weaknesses of your competitors.

Explore what marketing activities competitors are doing.

Evaluate reputation of your competitors.



Identify top strengths of your competitors.

Identify pricing of the competitors.

Examine reliability of your competitor's products/services.

MARKET RESEARCH

