

CENTRAL LOCATION TEST STUDY

BEERS

Mumbai, Bangalore, Kalkota, Delhi

STUDY BRIEF

There's so much to enjoy about BEERs beyond the sensory pleasure of drinking it. To state the obvious, it starts and ends with flavor. However, beer lovers now have extended their interests beyond the flavor. Beer lovers now tend to be more curious on packaging, brewing & bottling process, origin, and even festivals related to beers and the like.

This research aims to identify the existing beers in the market; to know India's taste preference on different types of beer; at which price points they are willing to spend their beers on; and their consumer satisfaction level,

BUSINESS OBJECTIVE

- To be able to meet customers demand by providing enough supply without sacrificing quality of the product.
- Some businesses tend to sacrifice the quality of their products in order to meet demands of the market. Proper management on sourcing out raw materials and supervising the production process will help in keeping up with demand and ensuring quality products.

Production &
Supply of
Quality Goods
& Services

Adoption of
Fair-Trade
Practices

- To adhere to fair -trade practices to build market's trust on the brand.
- The company should not control or manipulate supply availability at the market in order to increase prices of the product. Brand trust may be compromised and the company may even get penalized by the government.

- To be able to earn a profit.
- Earning a profit in any business is always the ultimate goal of any business. Profits must be earned to ensure the survival of business, its growth and expansion over time.

Profit
Earning

Consumer
Satisfaction

- To ensure consumer satisfaction
- Meeting consumer's preferences and providing consistent quality products guarantee repeat purchases and even brand loyalty.

To identify the preference of the market among various types of Beer

To find out the different price points of beers in the market



SIZE

800 respondents;
200 per location



TIMELINE

5 weeks



METHODOLOGY

Central Location Test



TARGET RESPONDENT

Male / Female
Beer consumers



OPERATIONAL CHALLENGES

Getting multiple recruiters

Huge number of respondents

Verification of respondents

Scheduling of respondents

Getting back-up respondents for the study

Screening respondents

Availability of resources needed in conducting CLT

APPROACH

Multiple Recruiters: Hired multiple recruiters to meet the target sample size for each city.

Multiple respondents: Assigned senior personnel to manage the huge number of respondents

Verification of respondent: Recruiters must collect a valid identification from each respondents for verification. An email invitation were sent to each respondents to secure valid IDs. Respondents who did not reply on the email were given a follow-up call to verify and get their valid IDs.

Schedule of the Respondents: The schedule, duration and venue of the study were shared to the respondents through email or call

Backup respondents: Invited extra respondents for the study in case some of the original respondents backed out.

Screeners: Our team were trained and project related documents were shared with the team to ensure right respondent was recruited for the study

Resources: Checked all the necessary materials and resources needed in order to conduct the study.

EXECUTIVE SUMMARY

This study helped our client understand how the Indian market consume their beers. Client was able to understand the weaknesses in the current market players and was able to turn these into opportunities to create strategies in increasing their market share. Key data acquired from the study were the following:

- What is the current and expected market size per segment and region over the forecasted period?
- What are the key market trends?
- What are the factors that drives the market?
- What are the major barriers/challenges to market growth?
- Who are the key vendors in the market space?
- What are the market opportunities for the existing and entry level players?
- What are the recent developments and business strategy of the key players?

Our market experts prepared an in-depth study on Beers that covers the competitive landscape and current positions of major players in India. It also includes the market players' current and previous strategies and business models. Lastly, we have included a value chain analysis, that showed price points of beers in the market; this provided competitive advantages to both current and new players.



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