

# Market Research Proposal

**Organisation:** Tesla

**Industry:** Automotive

**Geography:** India

**Primary Objective:** Evaluate market opportunity / growth potential

## Recommended Research Approach

Considering Tesla's ambition to evaluate its growth potential within the Indian automotive industry, I recommend a mixed methods approach. This should begin with qualitative research through focus groups comprised of key stakeholders and prospective customers in India—automobile dealerships, independent car owners, government officials involved in transportation policies, as well as environmental advocacy leaders to understand the socio-cultural nuances that may influence Tesla's market entry.

Following this initial insights phase, a quantitative survey should be deployed across a broader demographic within India using statistically representative sampling techniques to gauge consumer interest and willingness to purchase electric vehicles (EVs) like the ones produced by Tesla. This data will provide empirical evidence of market size and potential growth trajectories that can inform strategic decisions for entry timing, product adaptation, pricing strategy, and promotional activities tailored specifically to Indian consumers' preferences and behaviors within this burgeoning EV sector in India.

## Detailed Research Proposal

\*\*Market Research Proposal for Tesla in India's Automotive Industry: A Hybrid Approach\*\*

### 1. \*\*Executive Summary\*\*

This proposal outlines a comprehensive market research study aimed at understanding the automotive landscape of electric vehicles (EVs) within India, with specific focus on Tesla's potential entry and positioning strategies in this burgeoning market over 2-4 weeks. The hybrid methodology combines quantitative surveys and qualitative interviews to provide a robust data set for analysis.

### 2. \*\*Background\*\*

India is witnessing rapid growth within the automotive sector, with increasing environmental concerns driving consumer interest towards electric vehicles (EVs). Tesla has established itself as an innovator in EV technology; however, its presence and market share in India remain nascent compared to local competitors. This research seeks insights into customer preferences, regulatory environment, infrastructure readiness, and overall industry dynamics that could influence a strategic entry by Tesla.

### 3. \*\*Objectives\*\*

- To assess the current market size for EVs in India across different segments (consumer to commercial use).
- To identify customer perceptions of electric vehicles including awareness, willingness to pay a premium, and key concerns or barriers.