

Empowering each and every one of our customers to achieve their highest potential with accurate and innovative insights.



Concept to Cash : The steps





INTRODUCTI ON

Background

Shaped by a lineage of sound and straightforward business, Verace Market Research is built on a foundation of trust and integrity. We incorporate this in every business we conduct.

- Verace is a market research agency headquartered in Bengaluru, India.
- Founded in 2007, Verace has established itself as an organization which delivers superior consumer insights which can be leveraged to garner higher market share while simultaneously improving the market position.
- Our strategic vision is to establish ourselves as a specialist agency in the areas of illumination and evaluation, thus taking the research delivery to the highest standards.
- We believe in delivering actionable research findings and out of the box thinking for superior consumer insight activation.
- We combine strategy consulting, analytical thinking, and reach to meet business challenges

Values

Speed

We are driven to deliver quality service in the shortest time span

Accuracy

Our business solutions are shaped by incorporating business tools with accurate precision

Insight

Actionable insights identified by combing through copious amount of data

Integrity

Incorporating trust and integrity in the way we deliver and handle business

By focusing on our four values we are able to deliver accurate insights which enable the customer to improve any aspect of their business.



Founder Credentials

Ananth Nagasamudram is a sole proprietor of Verace Market Research

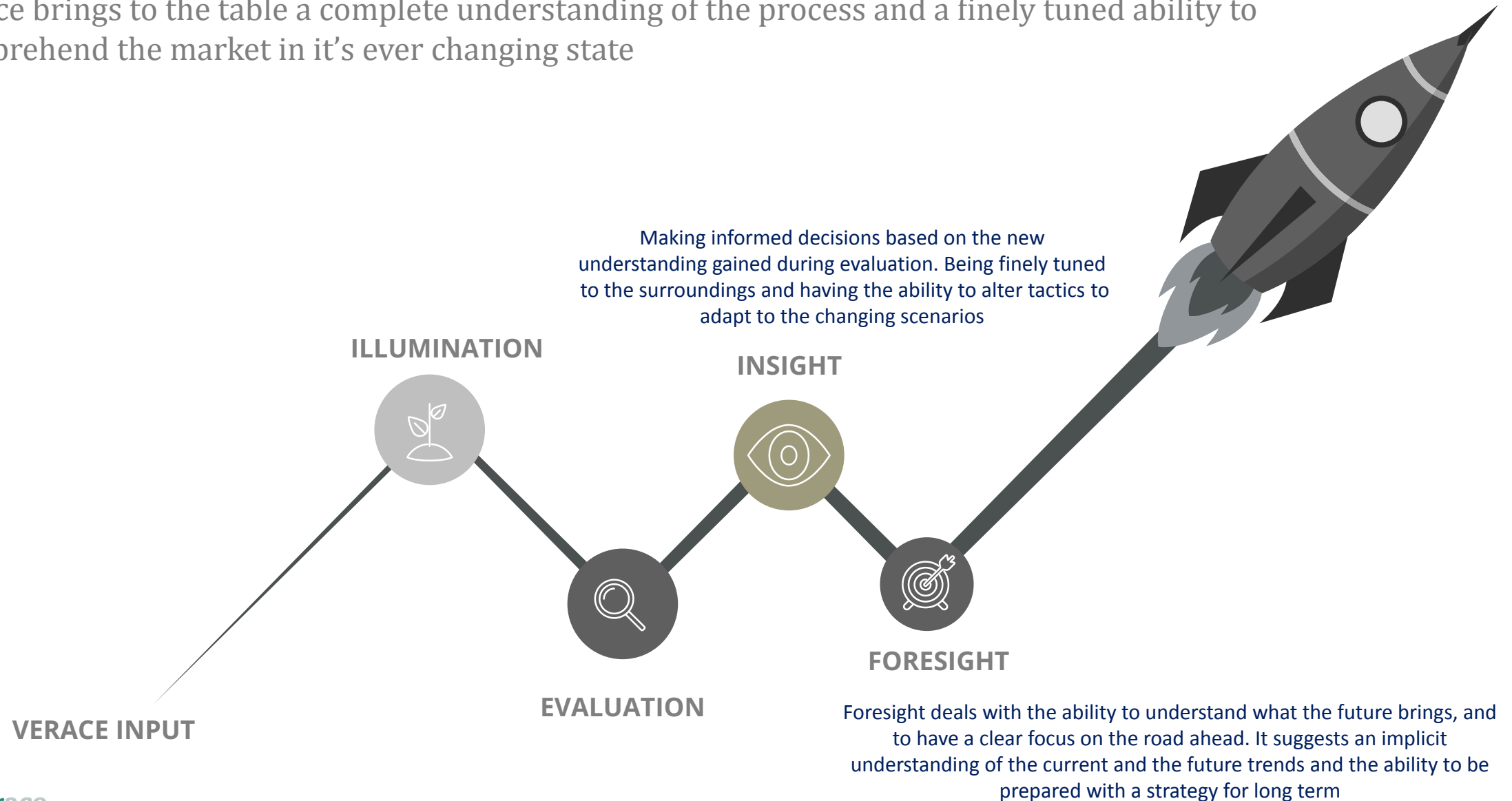
As Project Consultant, Ananth will lead this initiative during the key stages of design, delivery and consultation.

- He has over 20 years of Marketing Research experience. Currently heading the Verace market Research.
- Experience timeline:
 - Oct 07 to current: Verace Market Research
 - May 05 to Sep 09: National Research Director, Market Probe, Heading the Automotive Practice in India
 - August 08 to April 05 & Apr 84 to Aug 07 : TVS Motor Co. , Heading the Market Research Function (Leading 2 Wheeler Manufacturer in India)
 - Sep 07 to Jul 08 : Established Retail outlet
- Has wide range of experience on both Sell and Buy sides of Market Research.
- Has worked on Long range plans with key leading consultants.
- Has extensively worked on New Product development for Automotive Industry and used various methods to define New Product Specifications (TQT, QFD and HOQ, Kano Methodology to name a few)
- Qualification : MBA from OUBS-UK



Our Philosophy

Verace brings to the table a complete understanding of the process and a finely tuned ability to comprehend the market in it's ever changing state



Sony Walkman Story



- Launched in 1979 for USD 150
- Did Market Research on the same, the report said that customers want “Record” button, without which they will not buy the same
- However Akio Motita went ahead and launched the product
- Overall it sold 400MN units

Source: <http://techtalks.ideacellular.com/evolution-of-sony-walkman/>

Agenda



Holistic Investigation



Own Customers

- Customer Satisfaction/Loyalty improvement
- Tracking

Competition Customers

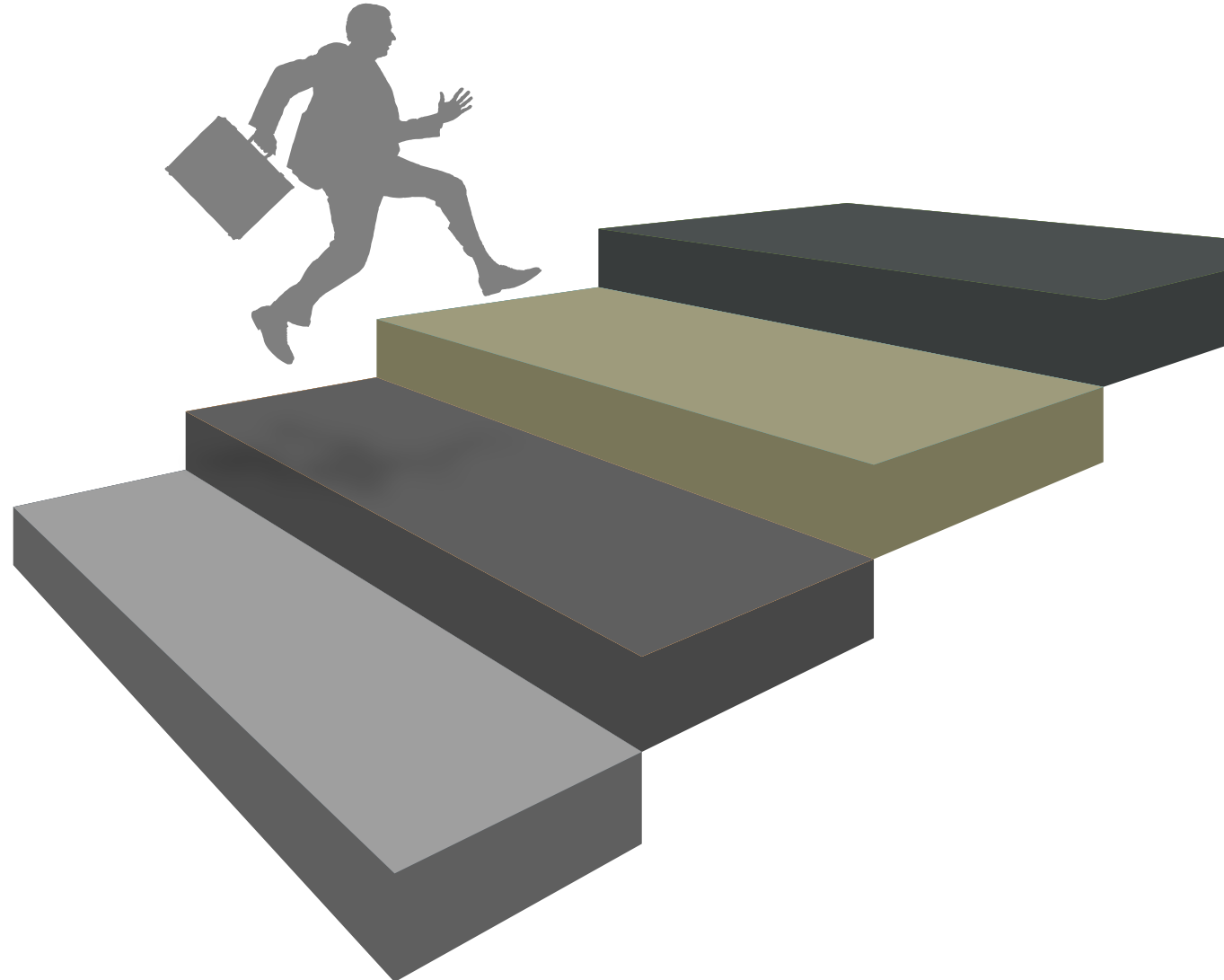


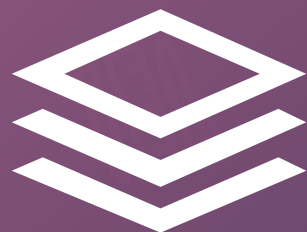
- Give a compelling reason to buy/try
- Understand inhibitions regarding brand image and conversion

Future Customers



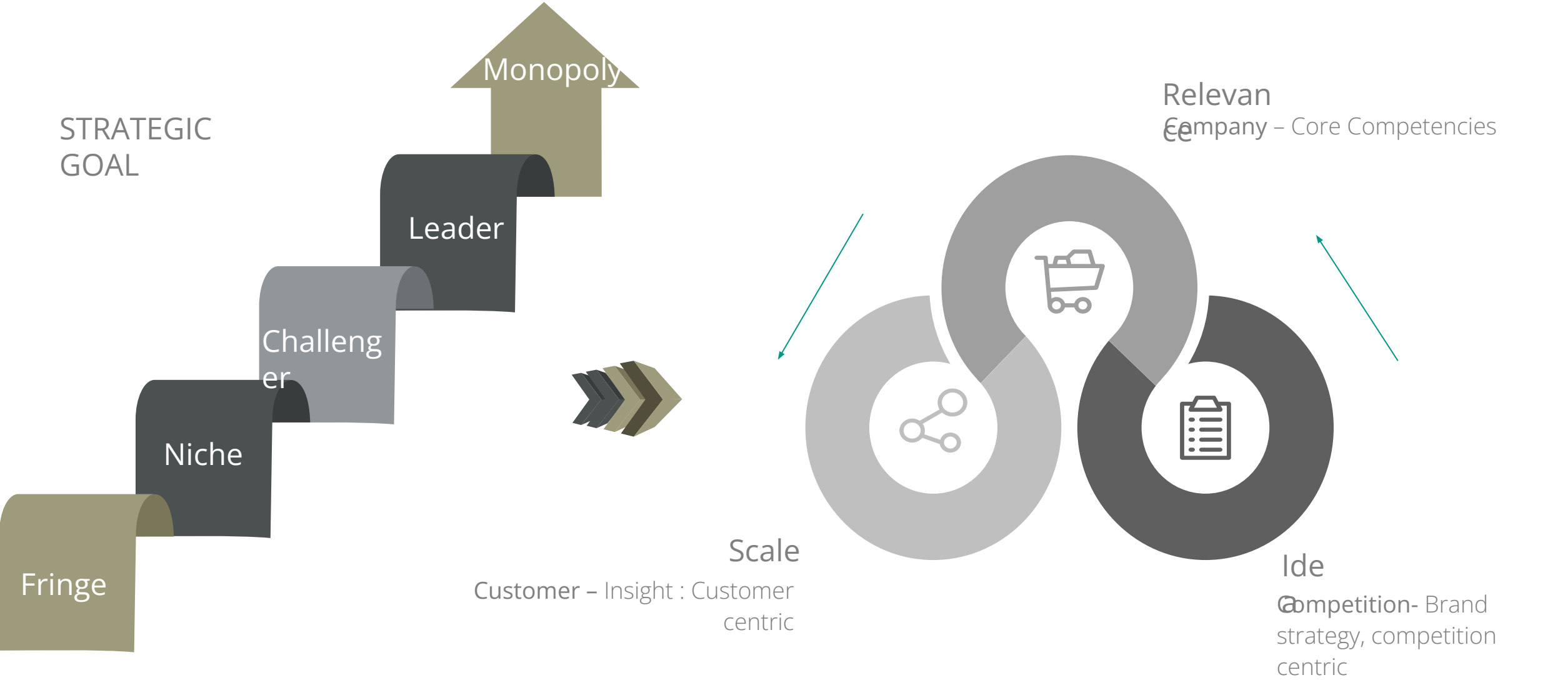
- Recognize the triggers and barriers for non trial of the products
- Recognize the changing trends for effective conversion





MAPPING COMPETITIO N

Think competition – Think Extreme



Identify your competition (Enemy)

Manufacturers	Sep-20	Sep-19	MS sep 20	Growth	Rank
Maruti Suzuki	97640	84927	49.9%	15.0%	1
Hyundai	35812	31689	18.0%	11.0%	2
Tata Motors	15636	9528	8.0%	64.1%	3
Mahindra	11060	12706	5.70%	-13.00%	4
Kia	8021	3080	4.10%	160.40%	5
Renault	6650	5173	3.40%	28.60%	6
Honda	5594	7725	2.90%	-27.60%	7
Toyota	5087	8176	2.60%	-37.80%	8
Ford	3322	4418	1.70%	-24.80%	9
Skoda	1808	1233	0.90%	46%	10
MG Motors	1786	1970	0.90%	-9.30%	11
Nissan	751	1617	0.40%	53.60%	12

Who is the enemy
for 1,3,5 & 8

Parameters to identify competition



DEFINE KEY COMPETITION

Enemy Definition

- JCB is the Key Enemy
- JCB has 75% market share (In some areas as high as 95%)

Enemy Strengths

- Very Reliable, Efficient and Popular
- Giving great advantage in the market

Escorts Position

- Escorts has a Market share of 2%
- Escorts wants to be No 2 in Backhoe

Do opposite of everything

Time to market is 90 days (Sep 2016 launch)

KEY TAKE-OUTS : JCB

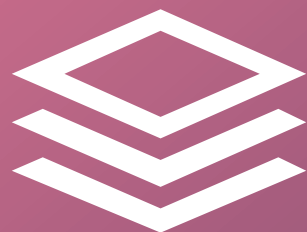


JCB

Very Reliable, Highly efficient, Popular and enjoys good resale value

Not Suitable for very tough conditions
Arm, Hub and Pump are not strong and they tend to crack/break





MARKET RESEARCH BASICS

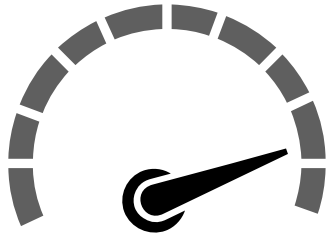
Types of Market Research



SECONDARY

Research using available data (Public or subscribed)
Using both Horizontal/Vertical analysis

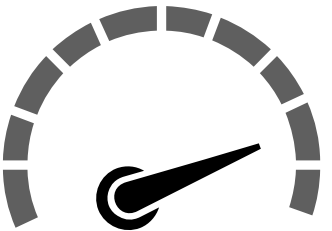
**BROAD IDEA
ABOUT INDUSTRY**



QUALITATIVE

- Exploratory in nature
- Guided discussions and observations

BREADTH OF ISSUES



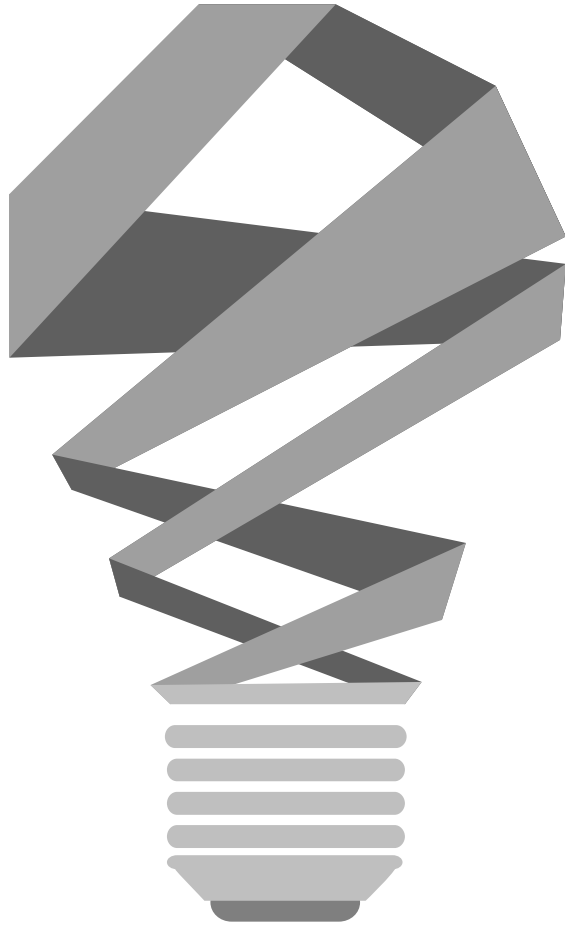
QUANTITATIVE

- Quantify the severity of the issue
- Large studies with statistically valid sample
- Responses through structured questionnaire

DEPTH OF ISSUES



Secondary Research



01

Potential Estimation through deeper secondary Research

02

Horizontal Analysis, from wide variety of sources and examine wider reports

03

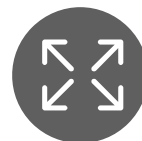
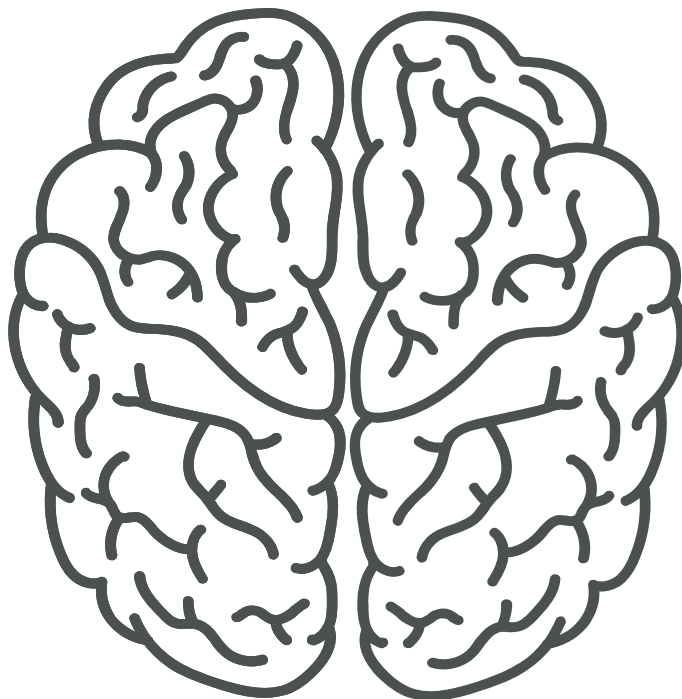
Vertical Analysis, go deeper into each report for clear insights and plough back to main objectives

04

Expert interaction to strengthen the Secondary research findings

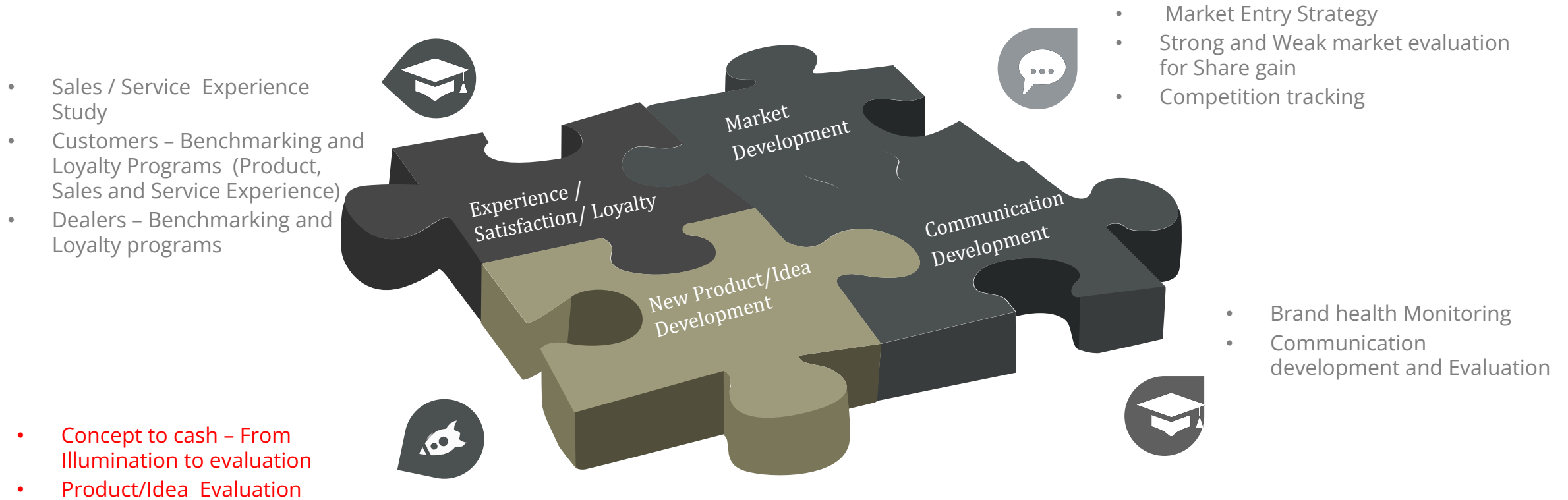
Qualitative Methodologies

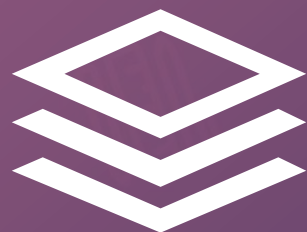
- IDI**
In depth interviews focus on intensive individual interviews where numbers of respondents are less.
- FGD**
A focus group discussion (FGD) is a good way to gather people from similar backgrounds or experiences to discuss a specific topic of interest.
- Bulletin Boards - Online**
A private online forum that research participants can log into to answer questions and share information, ideas, and opinions.



- Usability & Product Placement**
Verace connects with the users pain points, employing customer empathy to walk in their shoes and extract the desired data.
- Vox Pop**
A video based interviews wherein the respondent tone, tonality and expressions are decoded through video.
- Ethnographic Research**
Ethnography is a kind of research conducted within the context of consumer experience, social interaction, behaviors and perceptions in the real world within teams, groups, organizations, and communities.

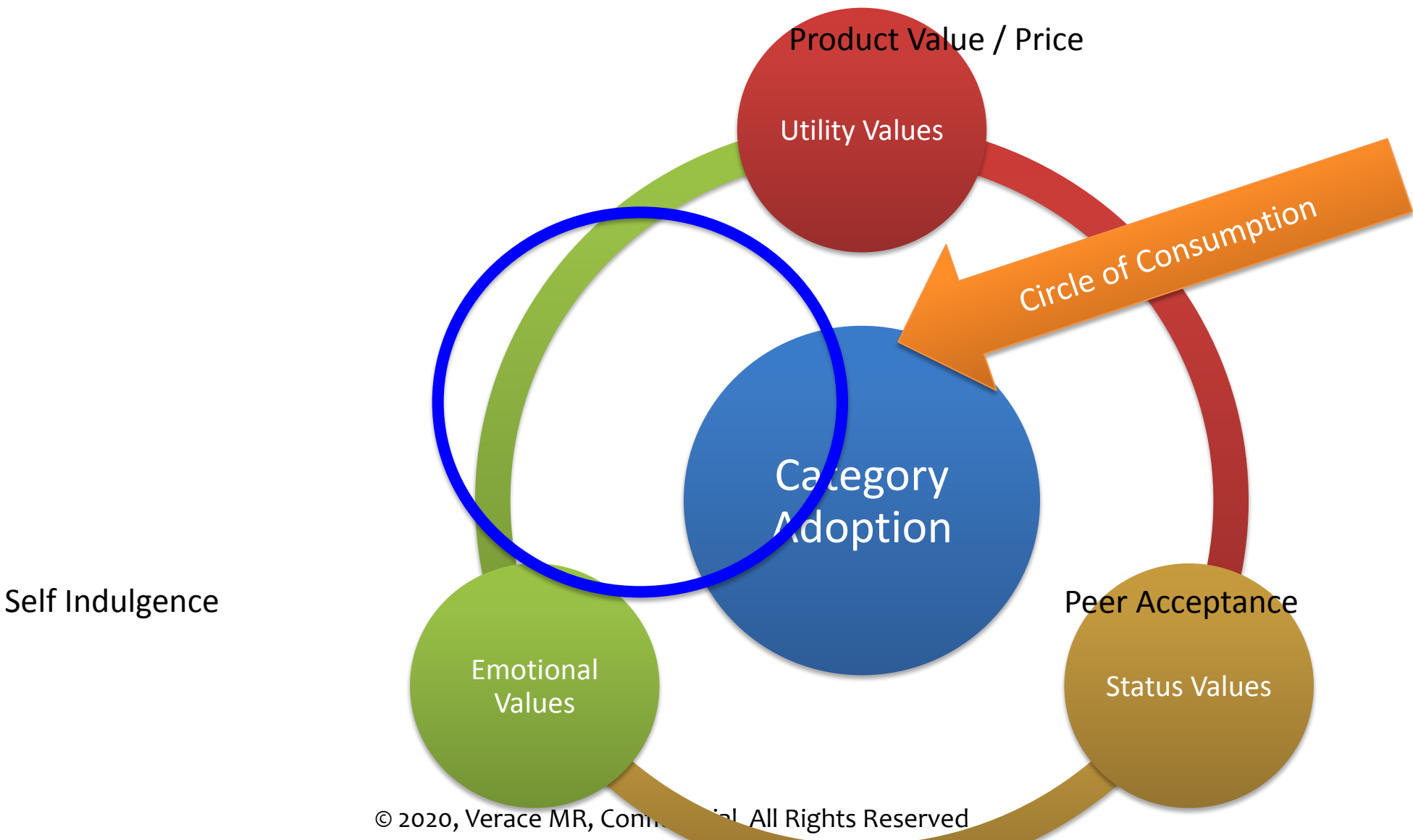
Uses of Quantitative Methods



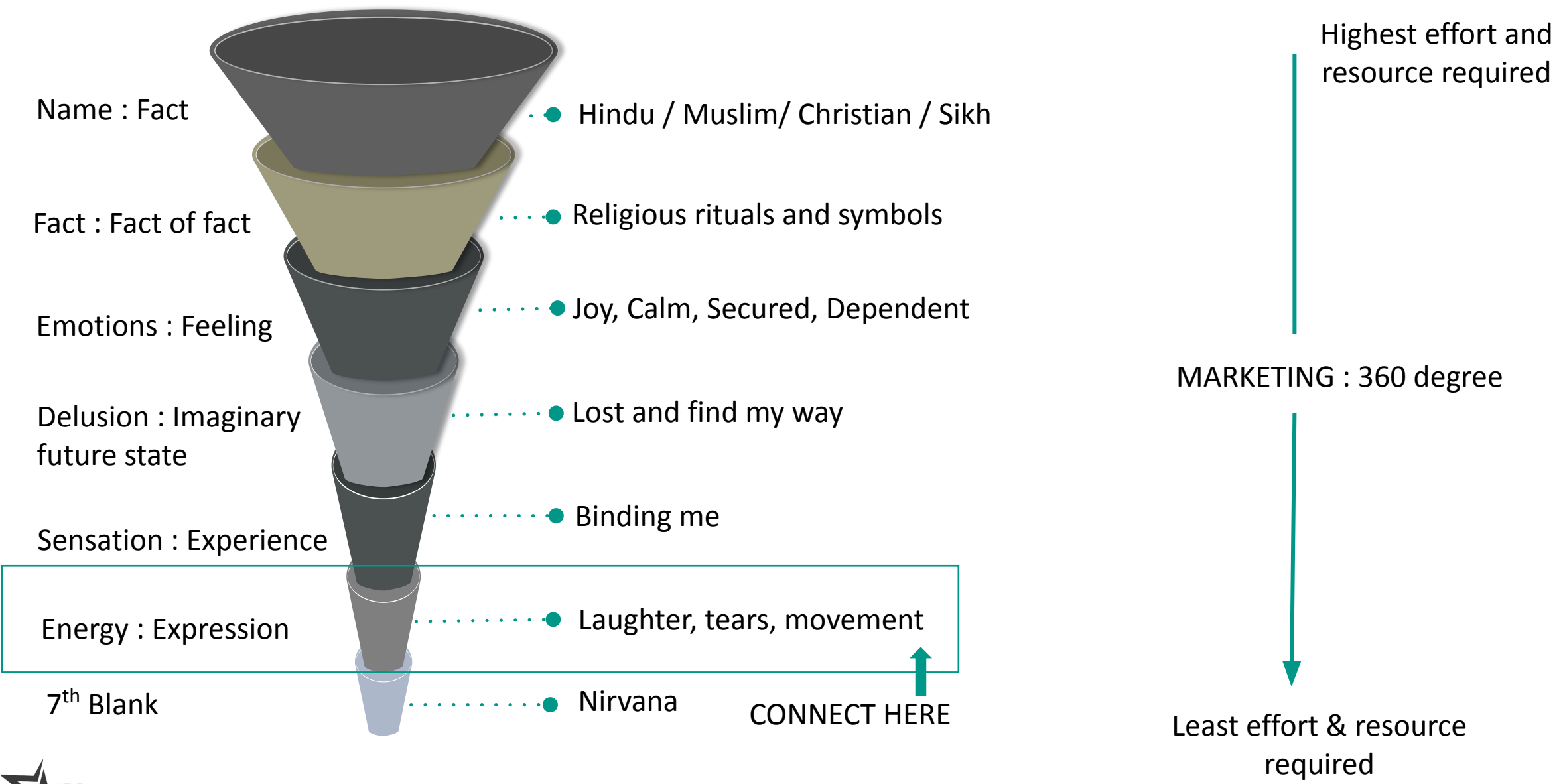


EVALUATION OF AN IDEA

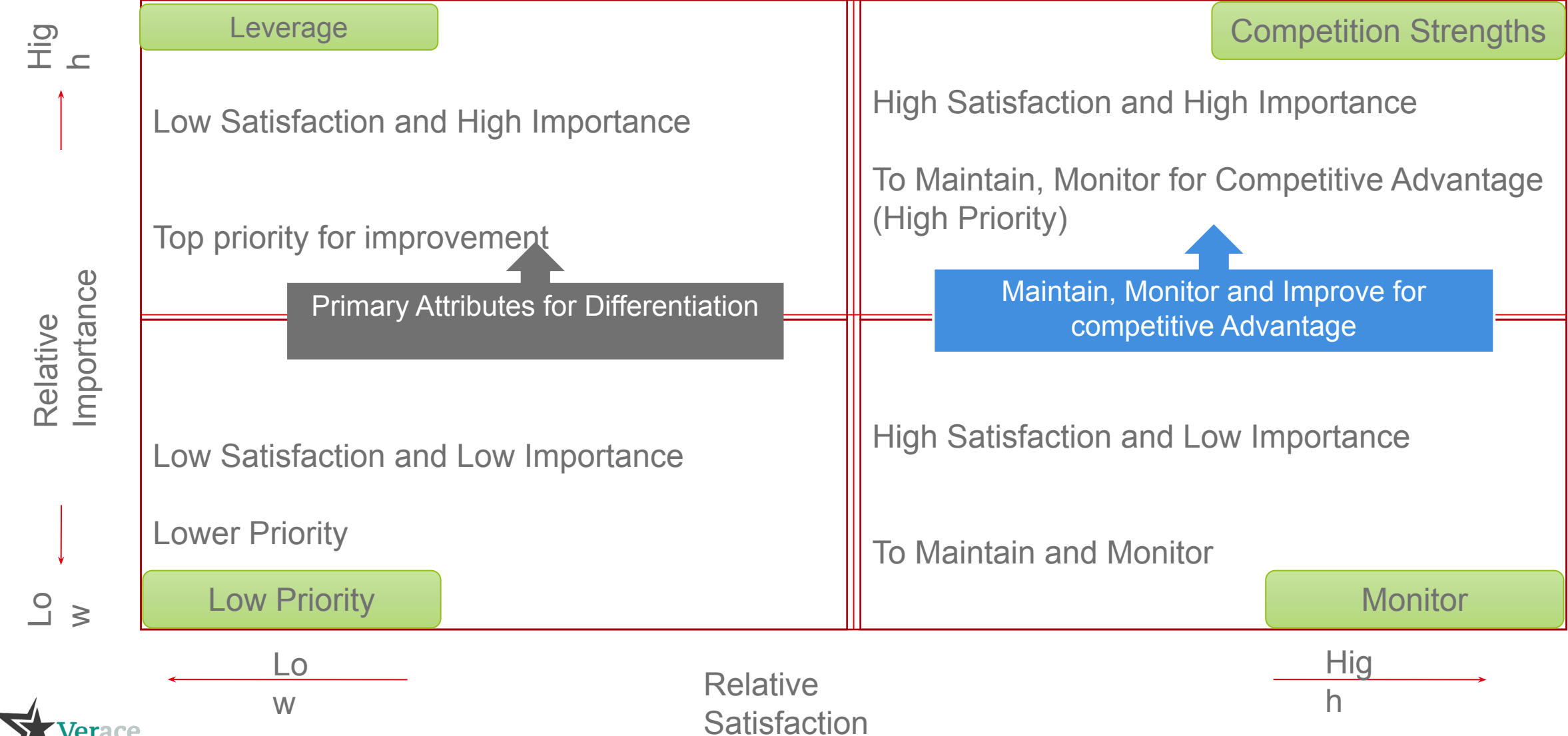
Understanding Category Adoption



7 Levels of Energy : Customer Insight



Prioritization for Differentiation : Framework





CASE STUDIES

Software



STATISTICAL SOFTWARE

WIFI : MESH

Presenting tantra – Cloud Managed Smart Wi-Fi Mesh System It offers the best solution to optimally connect all your devices to your broadband



tantra: Bring Magical Wi-Fi experience to your Home

- ❖ Seamless connectivity throughout your premises
- ❖ Bandwidth steering for optimal device connectivity
- ❖ Intelligent Analytics for Self-Optimized Performance
- ❖ Cloud Provisioning & Remote Management
- ❖ Highly efficient data agnostic IoT messaging framework built for scale and flexibility to run multiple devices run effortlessly on Wi-Fi.

It Listens, Learns, and Adjusts



Detects Interference:

Tantra periodically scans the air to detect neighbors' Wi-Fi or Bluetooth networks, microwave ovens and other devices which compete with same air-space and slows down the Wi-Fi



Runs Simulations:

Optimization engines in the cloud use that information to run simulations and determine the best possible configuration for all of the tantra Access-points in your network.



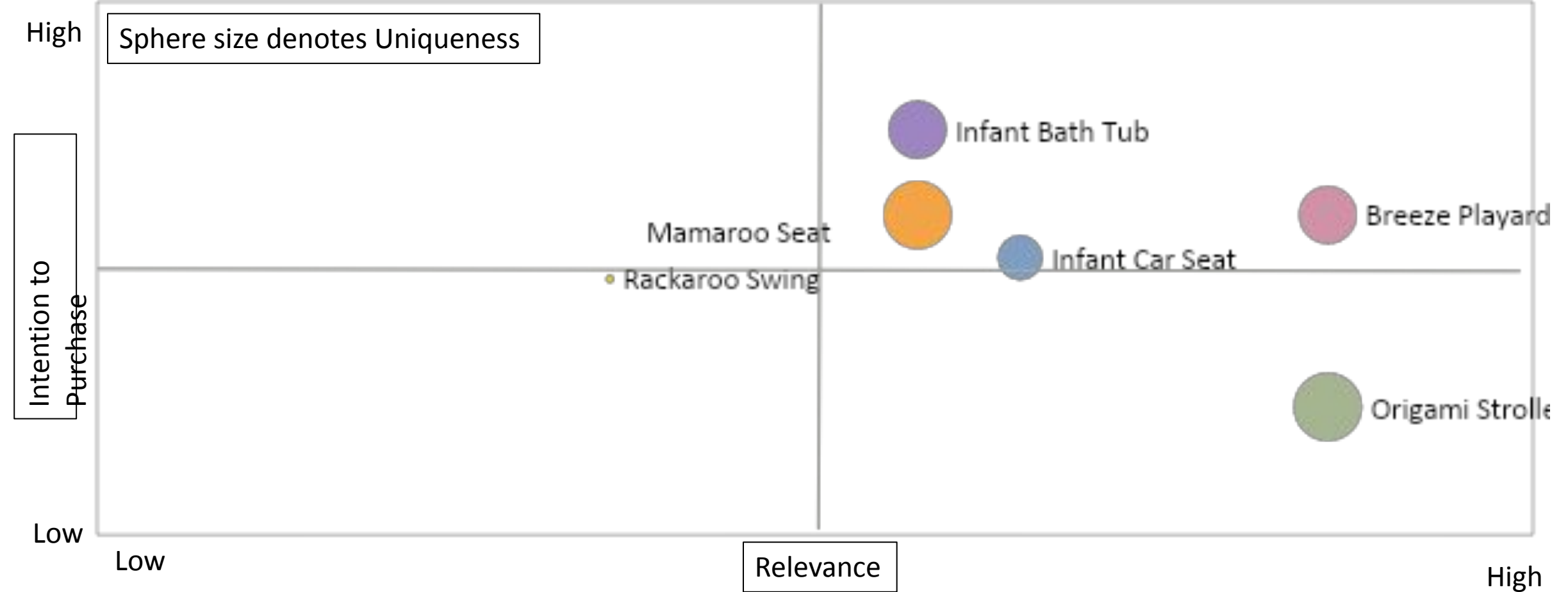
Adjusts Automatically:

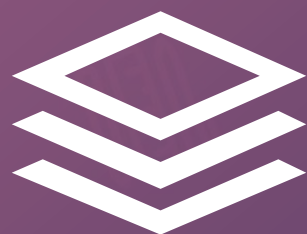
Whenever interference is detected, new configurations calculated in the cloud are sent back to the tantra Access-points and they adjust themselves automatically.

These key features ensure peak Wi-Fi performance for your technology.

**With tantra you can now enjoy:
More Data for More Devices,
to experience More Happiness!**

Prioritization for Entry





Q & A

Thank you very much for your time

If you require any clarifications regarding this presentation,
Please feel free to contact

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