DECISION **PROBLEMS**

SUB DECISION **PROBLEMS**

OBJECTIVE

Expand the market share in the tyre replacement segment and retain dominance in the original equipment market

influence tyre buying decision of customers in replacement market?

What factors

- What is the reason customers do not choose ABS Tyres in the replacement market?
- · What should be my value proposition to the replacement market customers?
- How to combat the competition in replacement market?

How do we strengthen the brand and market readership position in original equipment market?

- · How to enhance customer experience?
- What is required to improve the brand recall?
- · Who is my target segment?
- · How to combat the competition in original equipment market?

RESEARCH QUESTIONS

Do value added services influence the customer buying behaviour?

Can we list the key influencing factors in the replacement tyre buying process?

What do customers look for while buying a replacement tvre?

Will foray into other tyre segment increase ABS tyres revenues?

What is the total market size of the replacement market? What is the split of the market share within 2 wheeler seament?

What are the impediments to the growth of ABS tyres? How can we measure customer expectations?



- -Dealers
- -Media
- -Advertising
- -Social Media insights
- -Customer surveys
- -Market Intelligence reports

SOURCES OF

INFORMATION

What are the factors to increase customer engagement with the brand?

What are the latest product developments in the market? What should be the parameters to evaluate customer expectations?

Is market intelligence in favour of ABS tyres?

What quality parameters are looked at while buying tyres? What is the demand forecast in the original equipment tyre segment?

Who are the dominant players in the tyre market and what is their market share?

What is the size of export market in the total tyre segment

Are products of ABS Tyres pricier than the competitor's products?

Can we describe our customers?

How can we retain customers in the original equipment tyre market?



- -Social Media insights
- -Expert advice
- -Observations
- -Consumer trends
- -External agencies
- -Market surveys
- -Competitor analysis
- -Primary data collection