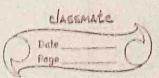
Welle- 8 Purduct Testing mians a prive pund has been developed. We need to clarify, whother it is competely me on a modificar in an existing purduct: many MAICE, higherly conduct find testes (before launching a new pund.) - product resting does not inveduce any branding elements to it - it is purely product fudback evational four the peraduct testing -1. becoy launches aux expensive affairs 2. quality of the perod can make ver bereak the band 3. Safer to ensure that the product scores - pereduct testing can be belind ou with beranden - perod testing can be in - home suplacement on a a CTT (centeral loca" test). The guideline of achich to use is 1. Heady to consume products can be done easily 2. pered, that needs to be cooked by the lady 3. perod. that needs the entire family to take 4. feed that are ready to consum! To perepare period testing can be litter (monadic) - only perod, being tested ou eig. monadic (>1 pund being-tested, (ofter another) on parend compain (>1 perod simult.) In a pund test, kind of ques. 1. acceptance of the perod une are testing 2. likes / dislikes 3. perference ouen other prod 4. nating of the prod on specific params 5. ITB, if it is available.



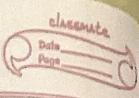
bud testing oug. quartitative nesearch qual. can play a esole at 2 stages params on which they evaluate the perod.

2 after test, some 1-to-1 conversans can happen to understand in-depth. when product testing is done, then the sampling method is same as for other field useauch survey. when it is done them a CLT, sampling method is same as used for FETs & other certical loca? quarti studies. Channel Satisfac - Part 1 unannel satisfac" studies acre impt, because a berand's success depends to a great extent on the suppost it werever from the channel.

When we say channel, we normally refer to the

uetailers, but sometimes distributors as well. In most markets, retailers are serviced by district on company's sales men Chain (Hypermants) are securiced by companies and sufferend to as modern terade are large format. Channel satisfact follows the pattern same as customer catisfact studies. There are weaknative & diagnostic ques. Evaluative ques 1. Occupall satisfac 2 intent to continue 3. willingness to excommoned

Diagnostic que



1. communial trams - no. of days coudit is given margin %, outail offers, policy on return of damaged goods. 2. perod. quality - feedback ferom customers, lack of perod. complaints 3. marketing supposet - ad supposet for the briend offers for customers
4. quality of service from the company - fug. of cales point wists, time to deliver ctock, mechanism for seedering, billing, etc.

9t is done by quant useauch with handomly deaven sample of autailers. Data is collected For deraven sample of autailers. Data is collected For Channel sat feedback is taken for the comp. as