

A MARKET RESEARCH TO


Create
Visibility
and
Acceptance

HOMEBOYZ CAFÉ WHISKY

A Research Proposal



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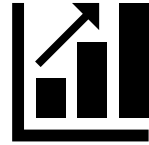
BACKGROUND

Homeboyz Café Whisky is one of the products from the stable of V-Martins Nig Plc which includes Sku-Chiz Cocktail, Homeboyz Dry Gin

The company believes believe in growing organically and value creation, hence 100% of her raw materials are sourced locally to encourage and endorse other native producers and businesses



Market Size



Nigeria's alcoholic beverage sector is an increasingly lucrative industry, with market research forecasting annual consumption growth of over 6% through 2022.

An estimate from the National Bureau of Statistics (NBS) figures show Nigerians spent \$570 million in a singular year- the figure is expected increase with time.

Industry Players



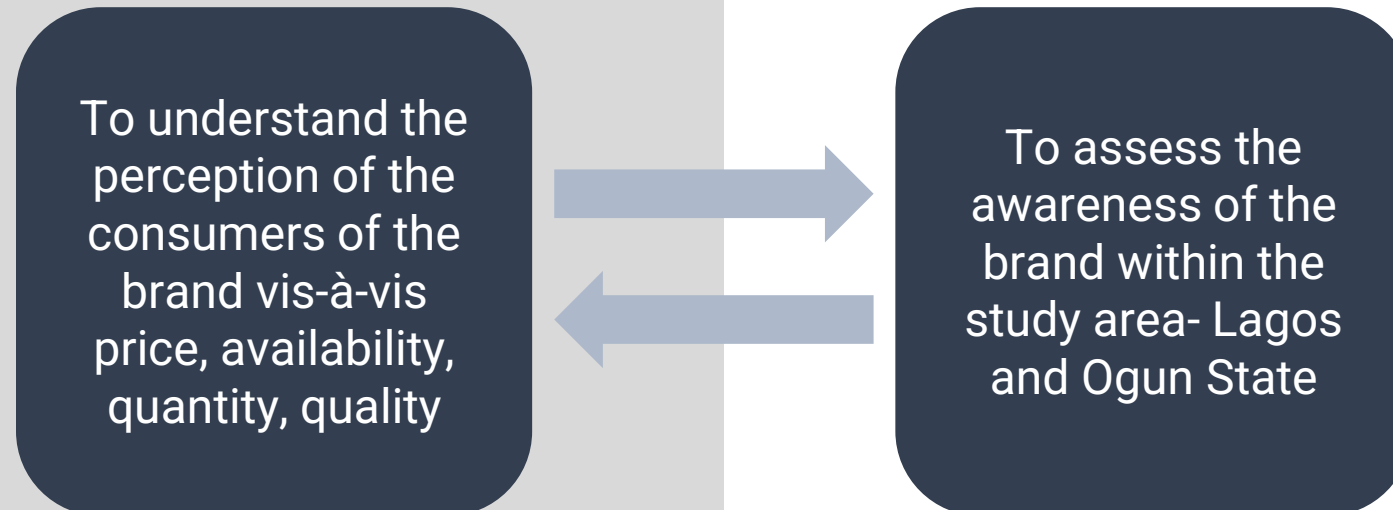
Nigeria's beer market is the second largest in Africa, though it remains well behind top-ranked South Africa in terms of scale.

The country's three main breweries are all publicly listed and majority owned by the global behemoths that dominate worldwide trade: AB-InBev is the majority shareholder of International Breweries, Heineken is the majority shareholder of Nigerian Breweries and Champion Breweries, while Diageo is represented by its subsidiary Guinness Nigeria.

OBJECTIVES

The purpose of this market research is to create visibility and acceptance for Homeboyz café whisky brand.

The main objectives of this research include;



INTENDED OUTCOMES

Based on the brief shared, we understand Sellmedia Group expect this study to guide their market plan designs and most efficient marketing approach towards the target demographics.

The report of this study will guide SellMedia Group in helping V-Martins Nig Ltd increase its create visibility and acceptance for Homeboyz café whisky.



Gain an understanding of the perception of the current consumer base

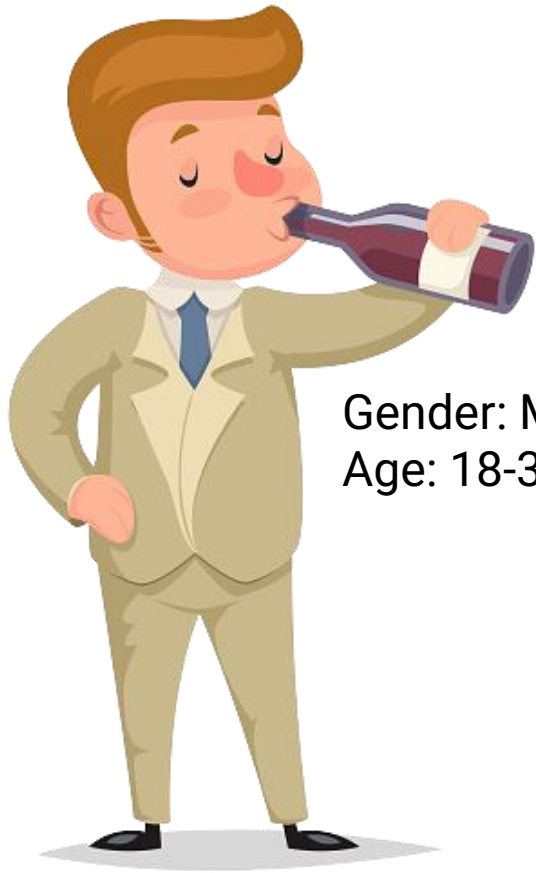


Help identify the pain points of consumers



Help measure the extent of awareness of the brand within the coverage areas

TARGET DEMOGRAPHICS



Gender: Male
Age: 18-35

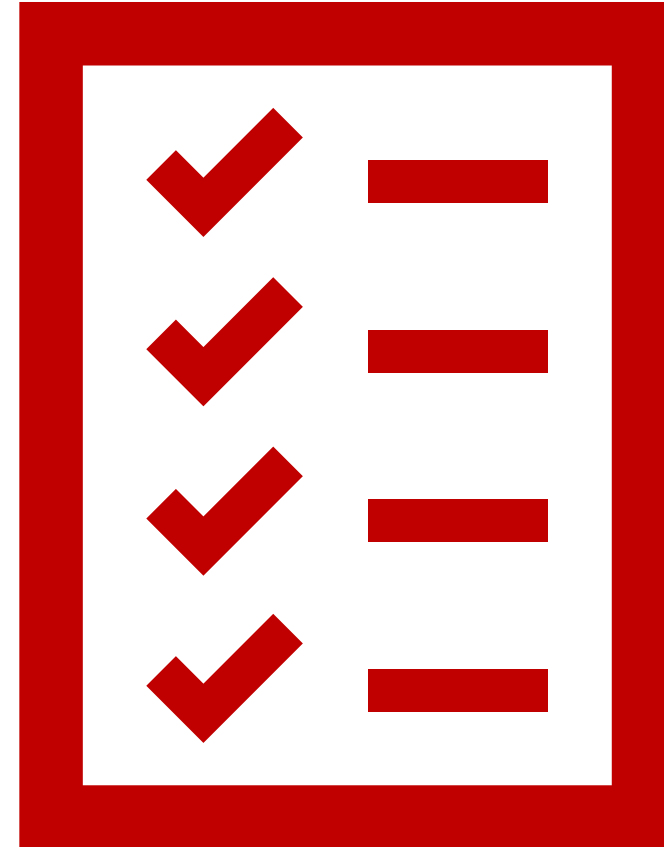


Older Males
that are young
at heart

The research would also
incorporate males at the
lower economic strata.

DATA COLLECTION

Data will be collected through mobile application designed questionnaire, qualitative research tools(voice recorder, AI note taker board and interview timer)



APPROACH

Qualitative Approach

The Snowball method of non-probability sampling will be employed for this research.

Individuals/Customers/Consumers who have identified with the brand will be grouped in 10s for focus group discussion.

A question format will be drafted that incorporates the objectives of the research.

Type of Data Collection	Lagos	Ogun
Focus Group Discussion	20	10
In-depth Interviews	50	40

Quantitative Approach

Following best practices, a sample size of population of the study area is estimated such as;

Lagos: 231

Ogun: 154

Delineated Area

The coverage areas will be delineated into its senatorial districts:

Alimosho: 80
 Lagos East: 60
 Lagos West: 41
 Lagos Central: 50

Ogun
 Ogun Central: 50
 Ogun East: 52
 Ogun West: 52



REPORT ANALYSIS

Data collected will be extracted and transformed into insights and visuals that will guide the decision-making of Sellmedia Group.

The data collected will be analyzed using business intelligence tools like Microsoft PowerBI and Tableau.



BUDGET

**TOTAL COSTING FOR
THE RESEARCH**



N14.03Million

*See Excel sheet attached in mail for details of cost
breakdown*

TIMELINE

Project Timeline For HomeBoyz Wisky

LAGOS & OGUN			Days																													
Task	Deliverables	Days	1	2	3	4	5	6	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
Recruitment & Training																																
Survey, FGD and IDIs																																
Data Collationa and Report Analysis																																
	Report Review and Submission																															

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