

ケース スタディー

Rural Market Potential & Penetration
Analysis

ルーラル エリアの攻略法

Study for: 某日系耐久消費財メーカー HINOMARU CORPORATION

Study Area: Hardoi District, Uttar Pradesh(ハードリ地区 ウットールプラデッシュ)

Type of Analysis done-

- ” Current distribution(現在の販売店)
- ” Coverage/ Gap analysis(需要と販売店カバレッジのギャップ)
- ” Parameters based refined search analysis(パラメーターを基準にした調査解析)

Other analysis that can be done-

- ” Catchment analysis for Distributor/ Dealer
- ” Trade area analysis
- ” Market Share analysis
- ” Distribution network analysis
- ” Sales analysis
- ” Competitor base analysis
- ” Such kind of analysis can be done on Sales territory (Manager/ ASM/ Executive territory)

HARDOI DISTRICT - TOWNS AND HINOMARU DEALER

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Geography Dealer

State Name Uttar Pradesh

District Name HarDOI

Parameters

- ☐ Show Villages
- ☐ Population to
- ☐ Education Facility
 - ☐ School
 - ☐ College
 - ☐ Teachers to
- ☐ Medical Facility
 - ☐ Hospital
 - ☐ Clinic / Dispensary
 - ☐ Doctors to
- ☐ Banks
- ☐ Post Office
- ☐ Accessibility to Highways
- ☐ Distance from nearest town kms

Search Set Potential

HINOMARU

①州とDITRICTを指定

②HINOMARUの既存ディーラーを表示

ショールーム

販売店

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HARDOI DISTRICT- ALL TOWNS AND VILLAGES (AS PER CENSUS 2011)

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Geography Dealer

State Name Uttar Pradesh

District Name HarDOI

Parameters

- ☒ Show Villages
- ☐ Population to
- ☐ Education Facility
 - ☐ School
 - ☐ College
 - ☐ Teachers to
- ☐ Medical Facility
 - ☐ Hospital
 - ☐ Clinic / Dispensary
 - ☐ Doctors to
- ☐ Banks
- ☐ Post Office
- ☐ Accessibility to Highways
- ☐ Distance from nearest town km

Search Set Potential

HINOMARU

③村と町を表示

販売店

Statistics:
No. of Villages : 1889

④ HARDOI には1889の村と町がある

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HARDOI DISTRICT- VILLAGES WITH POP GT 2000

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SEARCH

Geography Dealer

State Name Uttar Pradesh

District Name Hardoi

Parameters

☒ Show Villages

☒ Population

2000 to 20000

☐ Education Facility

☐ School

☐ College

☐ Teachers to

☐ Medical Facility

☐ Hospital

☐ Clinic / Dispensary

☐ Doctors to

☐ Banks

☐ Post Office

☐ Accessibility to Highways

☐ Distance from nearest town kms

Search Set Potential

HINOMARU

シヨールム

Statistics:

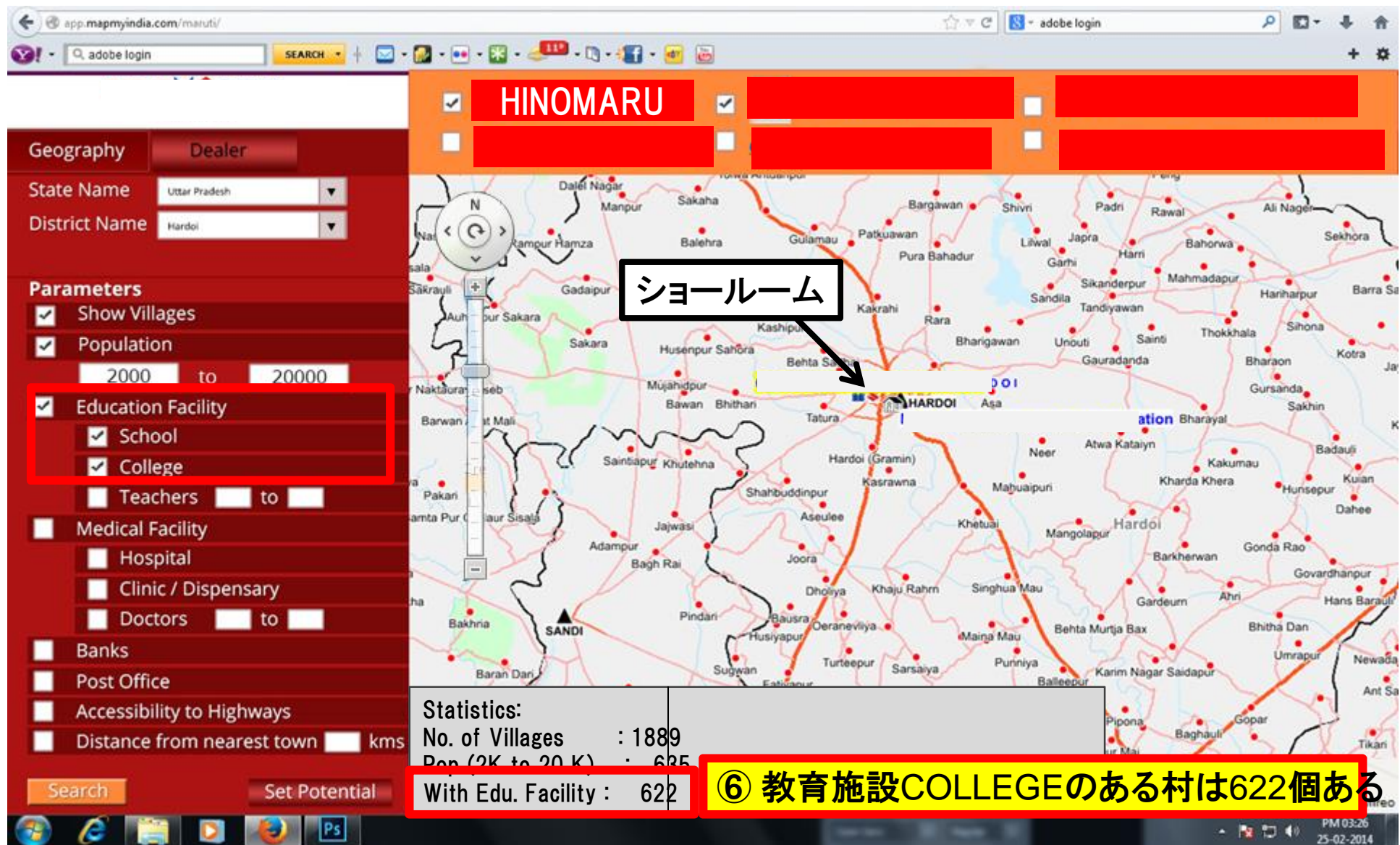
No. of Villages : 1889

Pop (2K to 20 K) : 635

⑤ 2,000人以上20,000人以下の村、町が635ある

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HARDOI DISTRICT- VILLAGES WITH POP GT 2000 + EDU. FACILITIES



HARDOI DISTRICT- VILLAGES WITH POP GT 2000 + EDU + MEDICAL

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SEARCH

Geography Dealer

State Name: Uttar Pradesh

District Name: Hardoi

Parameters

- ☒ Show Villages
- ☒ Population: 2000 to 20000
- ☒ Education Facility
 - ☒ School
 - ☒ College
 - ☐ Teachers: to
- ☒ Medical Facility
 - ☒ Hospital
 - ☐ Clinic / Dispensary
 - ☐ Doctors: to
- ☒ Banks
- ☐ Post Office
- ☐ Accessibility to Highways
- ☐ Distance from nearest town: kms

Search Set Potential

HINOMARU

シヨールーム

313個の村

⑥ 更に医療施設、銀行のある村は313個ある

Statistics:

No. of Villages	: 1889
Pop (2K to 20 K)	: 625
With Edu. Facility	: 622
With Edu. + Medical Facility + Bank	: 313

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HARDOI DISTRICT- PARAMETER BASED ANALYSIS + CURRENT

The screenshot displays the ZENRIN software interface for HarDOI District. The left sidebar contains filters for Geography (State Name: Uttar Pradesh, District Name: HarDOI) and Parameters (Show Villages, Current Coverage, Population: 2000 to 20000, Education Facility, Medical Facility, Banks, Post Office, Accessibility to Highways, Distance from nearest town). The main map area shows a map of HarDOI District with a callout box for a specific village.

Callout Box:

Name: Barnai
 Chatarkha
 Population: 4706
 School: Yes
 College: Yes
 Hospital: Yes
 Bank: Yes
 Sales: 12 Lac

村の情報 (Village Information):

名前: バアナイ・チャターカ
 人口: 4706名
 学校: あり
 病院: あり
 銀行: あり
 納入実績: 120万ルピー

Statistics:

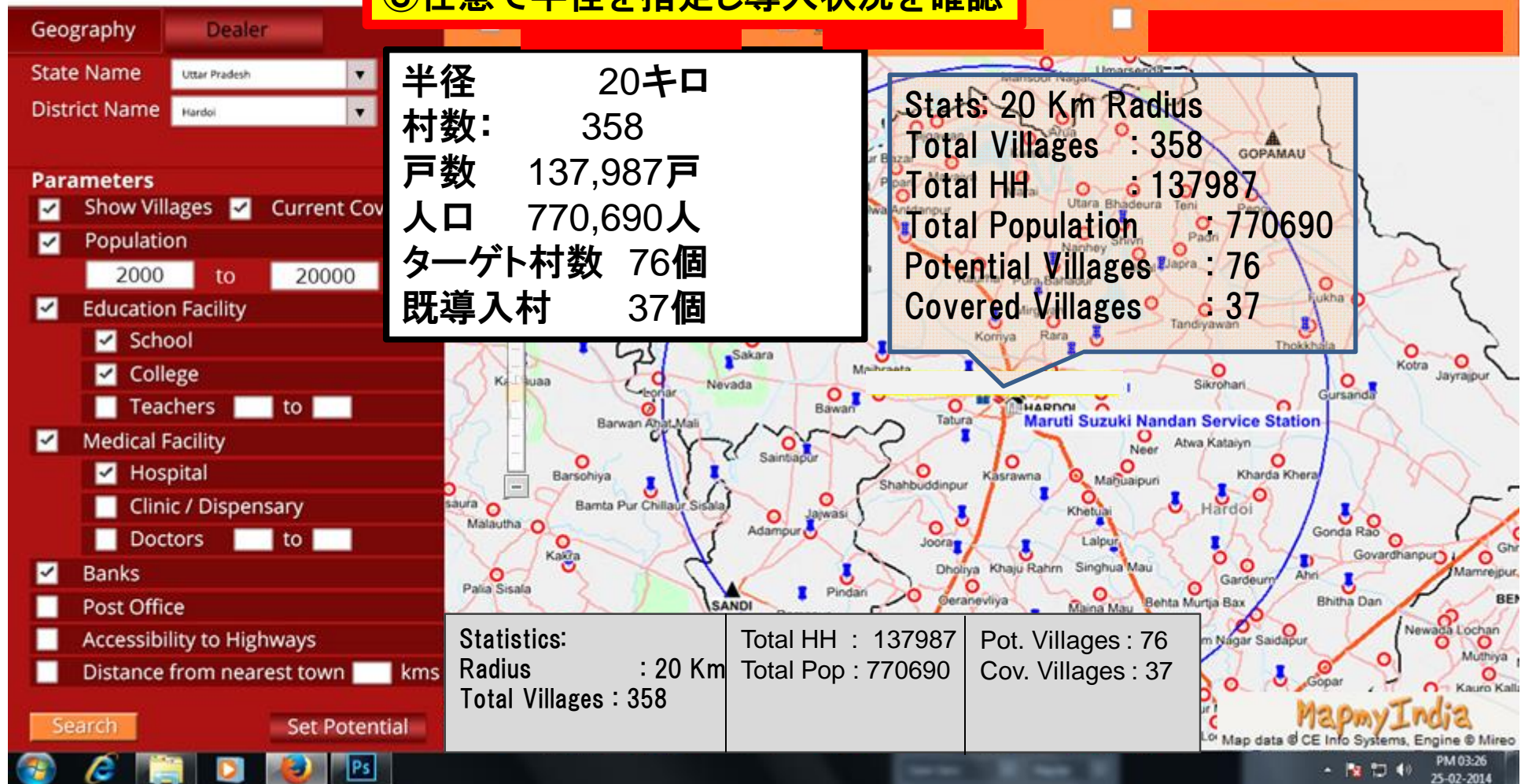
No. of Villages	: 1889	With Edu. + Medical Facility + Bank	: 313
Pop (2K to 20 K)	: 635	Covered Villages	: 51
With Edu. Facility	: 622		

Annotations:

- ⑦ハイポテンシャルである313個の村落で売上実績のある村は51個
- ⑧313個 - 51個 = 262個がターゲット

HARDOI DISTRICT- PARAMETER BASED ANALYSIS OF 20 KM RADIUS

⑧任意で半径を指定し導入状況を確認



HARDOI DISTRICT- DISTANCE CALCULATION BETWEEN 2 LOCATIONS

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Geography Dealer

State Name: Uttar Pradesh

District Name: Hardoi

Parameters

- ☒ Show Villages ☒ Current Coverage
- ☒ Population: 2000 to 20000
- ☒ Education Facility
 - ☒ School
 - ☒ College
 - ☐ Teachers: to
- ☒ Medical Facility
 - ☒ Hospital
 - ☐ Clinic / Dispensary
 - ☐ Doctors: to
- ☒ Banks
- ☐ Post Office
- ☐ Accessibility to Highways
- ☐ Distance from nearest town: kms

Search Set Potential

HINOMARU

Start Point: Lalpur
End Point : Sakara
Distance : 31.64 Km

⑧完璧な道路情報で営業マンの効率的巡回計画作成可能

Statistics:
Start Location : Lalpur, Hardoi
End Location : Sakara, Hardoi
Total Distance : 31.64 Kms

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インドは難しくない (INDIA IS MANAGEBLE)

- ① 細かくバラバラにして考える
- ② 小さい所から手をつける
- ③ 地図に慣れていない地場企業が
多いからこそチャンス！

困ったらまずは地図を開く！

ご静聴、ありがとうございました。



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ZENRIN

