



## LABELS

- Project Name**
- Objective**
- Respondent Title**
- Geography**
- Type Of Interview**
- Mode**

- Measuring Vehicle Performance Survey
- To measure vehicle performance on various parameters of Vehicle Quality to identify gaps in the deliveries on each parameter
- Vehicle Owners
- India- Delhi, Mumbai, Bangalore, Chennai, Kolkata
- Qualitative
- Face to Face

- Customer Satisfaction Survey
- To measure consumer satisfaction on a multitude of parameters ranging from perceived value of the brand, quality of the product, the services provided and interaction with the brand
- Owners of the car who are regular users of the vehicle and have personal experience regarding the vehicle.
- India- Delhi, Mumbai, Bangalore, Chennai, Kolkata
- Quantitative
- Face to Face

- Need Gap Assessment Cum Positioning Development
- To seek an understanding about the sound logo in combination with current communication, differentiation analysis of the sound logo's impact on the brand image
- Males ( Age: 30 – 59 years)
- Riyadh & Saudi Arabia
- Qualitative
- 03- Focus Group Discussion, 121 In-depth Interviews

- Brand Image Study
- Mapping Brand Image and Perception and measuring impact of Name change on the brand
- 160 Retailers - Multi brand outlets , 240 consumers
- Multi Country
- Qualitative
- Face to Face

- Need identification study
- To understand awareness and acceptance level of scooter
- Males and Females (Age: 18 – 45 years)
- Bangladesh
- Qualitative
- FGD and CLT