

B2B





We believe in...



Speaking the language of everyday people

- Simplicity isn't about dumbing down, it's about
- prioritizing. What's the core of your message?
- Can you communicate it with an analogy or with a top-of-mind trigger?
- Top-of-mind triggers make people frequently think about your product



Demonstrating value

- Brands need to provide something useful to people
- Giving people something they can "try before they buy" can be a first step in building a lasting relationship



Emotional connection

- What's in it for your targets?
- People care about themselves, not numbers or facts
- Make that connection that they care about
- This enables them to share and become
- advocates



Stories

Stories drive action through simulation (what to do) and inspiration (the motivation to do it)

Stories are vessels. Share a story that people want to tell

Case Study (In-Depth Interviews): CATI among car showroom for a well reputed automotive company in China

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Research objective

To observe strengths and weaknesses of dealers

To understand the customer requirement and Satisfaction on current Design Software

Methodology and Sample Detail

- CATI Study mainly conduct in China
- The target respondents are car dealers for the particular brand
- The sample size is 200

Take Away

- Identification of Competition in market
- Observation of Unmet need
- Area of Improvement and identification of introductory market

Deliverables

- Company heads perception current technology
- Current customer demand
- Competitive Scenario and key competitor's

Case Study (In-Depth Interviews): Epidemiology Study of Bacterial diseases of Potatoes in China and India

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Research objective

To understand the Epidemiological aspects of Bacterial diseases in potatoes

To observe the name, severity of damage by disease and Economic loss to farmer

To identified the need and expectation of farmers to prevent the disease

Methodology and Sample Detail

F2F Study conducted in India and China on

- Scientists (N=20 each country)
- Breeders (N=20 each country)
- Advisors/extension service (N=20 each country)
- Governmental quarantine experts (N=20 each country)

Take Away

- Provided the latest information on incidence & Prevalence pattern in China
- Risk factors
- Incidence rate in regards to geography
- Preventive measure

Deliverables

- Information regarding Bacterial Disease
- Incidence rate of different bacterial disease like Bacterial Wilt , Soft Rot, Witche's Broom
- Diagnosing procedure & protocols follow in china
- Overview of cure options available

Case Study (In-Depth Interviews): Study on Mitral Valve Intervention Procedures in China

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Research objective

To study the Mitral valve transplantation procedures

To understand needs and expectations in mitral valve transplantation procedures

To understand the unmet needs in mitral valve transplantation procedures from Physicians perspective

Methodology and Sample Detail

- MCH CTVS
- Interventional cardiologist
- In depth Interviews in Beijing , shanghai, Guangzhou, Tianjin

Take Away

- Provided clients with the latest information and trends occurring in the interventional cardiology segment in terms of Mitral valve
- An improved understanding of current interventional cardiology market segment
- Existing Unmet needs in interventional cardiology market

Deliverables

- Percentage of Non-rheumatic mitral regurgitation and Rheumatic mitral regurgitation
- Diagnosing procedure & protocols
- Detailed report on Mitral valve transplantation procedure and trends has been listed based on Physicians opinion
- Perceptions on cost as well as on unmet needs

Case Study (In-Depth Interviews): Competitive Study of Automotive Industry in China and Germany

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Research objective

To understand the Market Entry Strategy and Competitive Scenario in China and Germany

To understand the current status of other brands

To identify the current advance technology used by competitors

To understand the need of customer and Unmet need

Methodology and Sample Detail

CATI Study was conducted in 4 Tier I city in China and Germany

- Owner of Large independent service (N=48, 12 in each city)
- Owner of Larger spare part shops (N=60, 15 in each city)
- Wholesale Seller and distributors (N=60, 15 in each city)
- Consumers (Minimum having 2 cars, N=200, 50 in each City)

Take Away

- Future initiative regarding entry and Risk analysis
- Details understanding on recent technology and its providers
- Market drivers and barriers
- Customer's area of interest

Deliverables

- Lead Competitor in automotive industry
- Technology assessment
- Partnerships/alliance detail
- Opportunities/ Challenges
- Customer current need and unmet need

Case Study (In-Depth Interviews): Brand Audit of XYZ use in Hepatic Encephalopathy in India

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Research objective

Analyze the brand XYZ position and check the impact which is used in Hepatic Encephalopathy

Methodology and Sample Detail

- Tier I city- Delhi, Mumbai, Pune and Chennai
- Tier II city- Lucknow and Chandigarh
- In depth Interviews
- Telephonic Interviews
- Hepatologist, Gastroenterologist and Gastroenterology Surgeon

Take Away

- Brand extending strategy
- Impact of logo on brand XYZ awareness
- Competitive analysis
- Customer behavior toward Brand XYZ

Deliverables

- Market trends toward brand XYZ
- Comparative analysis with other brand
- Brand XYZ awareness as per respondent
- USP for Brand XYZ
- Key Players in promotion

Case Study (In-Depth Interviews): Awareness and Usage Study in ITDM

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Research objective

Research was conducted among the IT Decision Makers (CTO, IT Heads etc) on PAN India basis to understand the technology the needs and requirements for network connectivity, both in-building (LAN, or local area network) and between buildings (campus or MAN/WAN, metropolitan- or wide-area networks).

Methodology and Sample Detail

- IDI with 30 IT Manager and Business Decision Makers In india (Delhi , Mumbai and Banglore)

Take Away

- Identification of the direct competitor in the market
- Development of distinctive, differentiating and value based positioning concept
- Attributes for brand selection
- Identification of driving factors

Deliverables

- PowerPoint Presentation
- Perception of IT personnel's on brand
- Key stakeholders
- Barrier and drivers
- Key competitors
- Positioning statement with key message

「Thank You」



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