



**DAYANANDA SAGAR COLLEGE
OF ARTS SCIENCE AND
COMMERCE, BENGALURU**



**COMMERCE AND
MANAGEMENT
ASSOCIATION OF INDIA**

*Presents One Week Online
Workshop & FDP*

MARKET RESEARCH & ANALYSIS

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MARKET RESEARCH & ANALYSIS

IDENTIFYING MARKET OPPURTUNITIES
CUSTOMER VALIDATION TECHNIQUES

Insight of Today's Session



Identify the market opportunities



Steps to identify market opportunities & steps to boost the sales.



Case studies



Case studies related to market opportunities



Customer validation Techniques



Steps to identify the customer validation techniques and case study

“

“Marketers have to stop reporting on activities and start reporting on business outcomes.”



ALLEN GANNETT

IDENTIFYING THE MARKET OPPORTUNITY



Opportunity : Essential characteristics of an entrepreneurs



It acts as a favourable position in the market

HOW TO ARRIVE THIS OPPURTUNITY



GENERATING IDEAS



SCREENING PROCESS



FORMULATING THE
CONCEPTS OF BUSINESS

Consumer segmentation and behavior analysis

Demographic, geographic

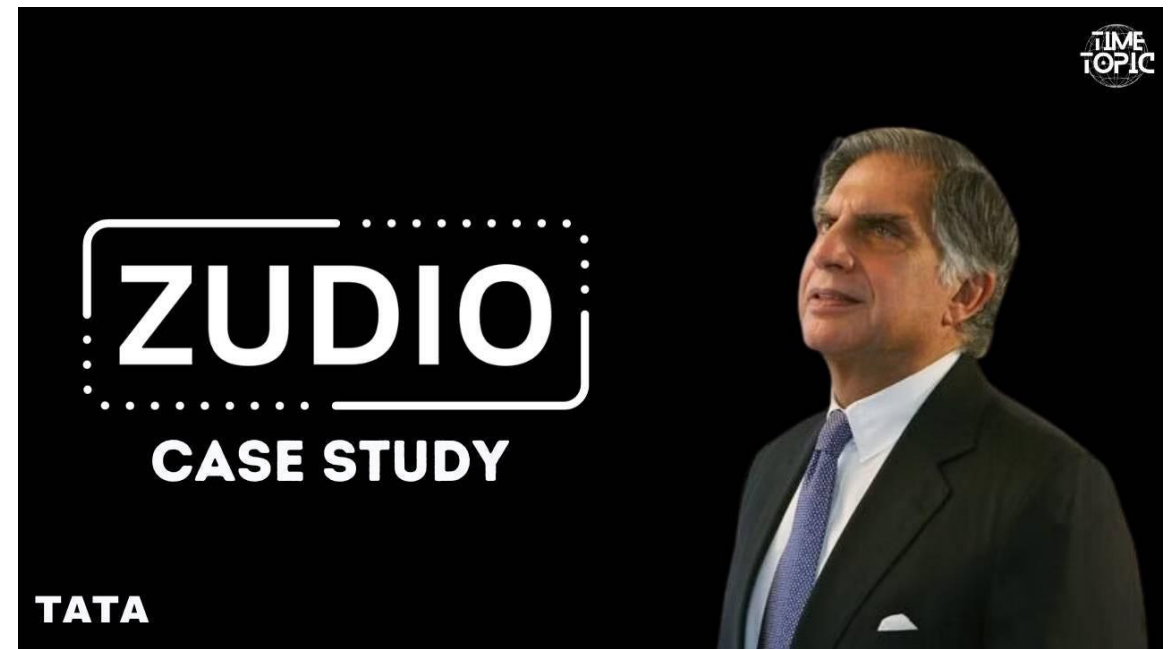
Identifying customer segment

Understanding Customer Needs

Tailoring Marketing strategies

Customizing Product Offerings

TIME IS A REAL WINNER



Purchase situation analysis



WHEN DO PEOPLE NEED OR
WANT YOUR PRODUCT OR
SERVICE?



WHERE DO PEOPLE MAKE
THEIR PURCHASES?



HOW DO THEY PAY?



blinkit

India's Last Minute App



Direct competitor analysis



Which brands are growing and why?



What is their unique value proposition?



How are they marketing their offerings?



What competitive advantage do you have over them?

IKEA



Complementary product and service analysis



**UNDERSTAND HOW YOUR
CUSTOMERS USE YOUR
PRODUCT IN CONJUNCTION
WITH OTHERS**



**DETECT NEW NEEDS,
OPPORTUNITIES AND THREATS**



**DEVELOP NEW OFFERINGS OR
REDESIGN YOUR PRODUCTS**



SELL MORE EFFECTIVELY

PepsiCo's Complementary Products



Diversification analysis

Do you have the capacity and tools to diversify?

Do you have applicable resources in other industries and could gain economies of scale?

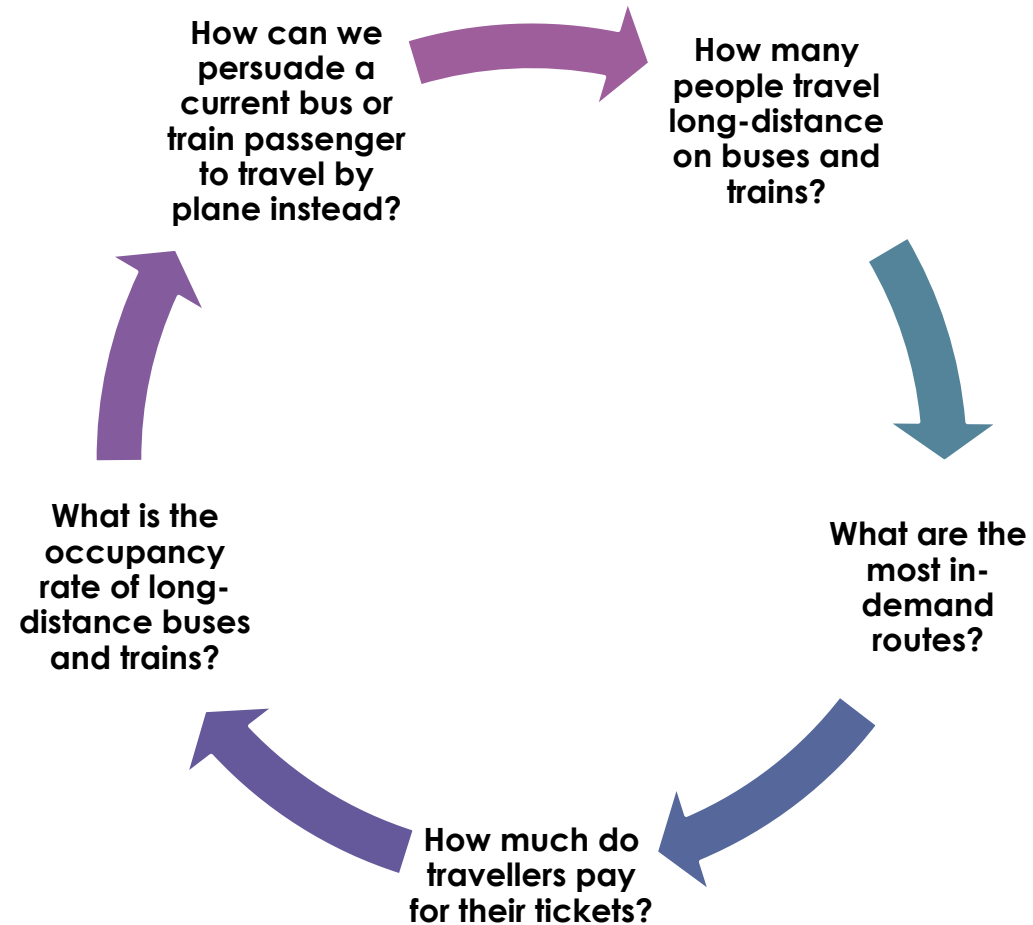
Will diversifying dilute your brand reputation? Should you use a new brand in this new industry?

Do the potential financial gains outweigh the risks?

The image features the Amazon logo, which consists of the word "amazon" in a white, lowercase, sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and ends under the letter 'n', pointing to the right. The logo is centered on a dark blue background. The entire logo is enclosed within a thin orange border. In the top right corner of the dark blue area, there is a red rectangular tab, suggesting the logo is on a piece of paper or a card.

amazon

Indirect competitor analysis

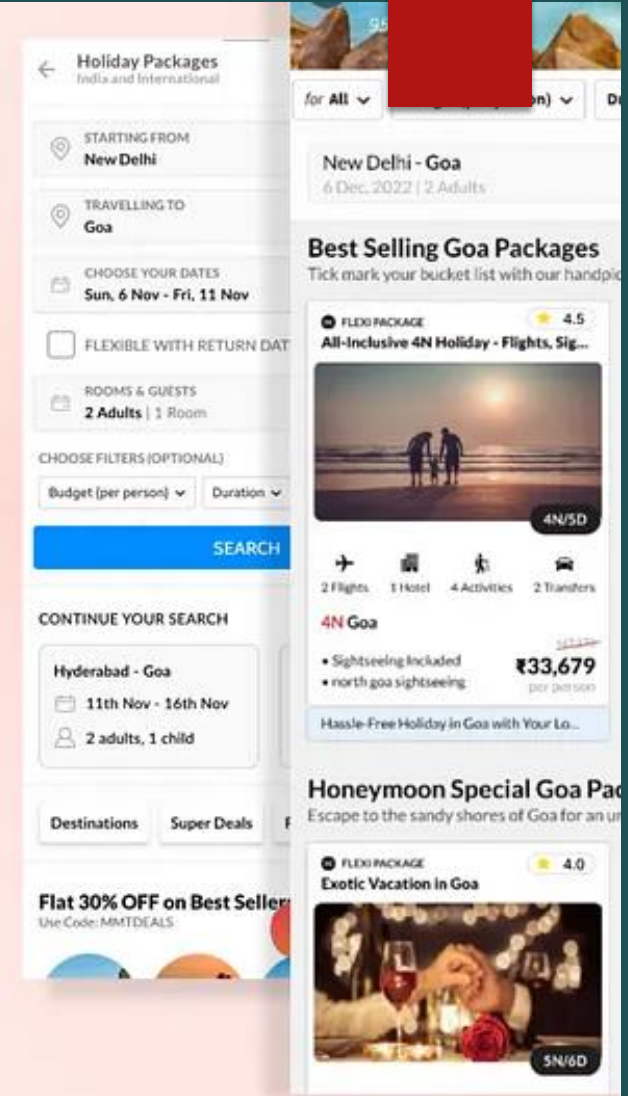


make **my** trip



a 48 Hour Design Hackathon

An Evaluative Case Study



Akshith Athvik Diksha Jaanvi Sneha Beena Suman

Foreign market analysis

How does your product need to adapt to local preferences or legislation?

Who are your main competitors in this new country?

Are there seasons or local festivities when your products could be in higher demand?

These questions must be addressed when planning international expansion.



Using a mix of these eight analyses will help your business gain a holistic view of opportunities and create long-term strategic business plans.



Once you identify an opportunity, quickly develop a value proposition, plan the commercialisation chain and estimate costs, revenues, cash flows and financing needs.



Remember: Not all market opportunities identified will succeed. That's why companies invest in different types of research before moving into a new market and making changes to a product.



SUCCESS KYA HAI- FAILURE KE BAAD KA CHAPTER

EFFECT ON COMPANY





**“Don’t find customers
for your products,
find products for
your customers.”**

Seth Godin (author)



Customer validation



Domino's®

Love
at First
SLICE



it
HAPPENS
ONLY
WITH
PIZZA



ideation
to
creation



dad
to
bff



faM
-JaM-



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out of your crazy
gup-shup
&
memories



