

# MARKETING RESEARCH



**Brand:** Mehta Solutions

**Product Code:** case1201

**Weight:** 0.00kg

**Price: Rs500**

## Short Description

## MARKETING RESEARCH case study

## Description

### CASE – 3 Tamarind Menswear

Given below is a preliminary questionnaire for retailers and consumers of a recently launched menswear brand. Can you list down the research objectives for both questionnaire? Can you modify the given questionnaires to a final draft?

## TAMARIND QUESTIONNAIRE FOR RETAILERS

1. Do you have Tamarind? Yes/No
2. What do you think about it?

3. Is there place in the market for one more readymade garment company?
4. What kind of products does Tamarind have? Are they good?
5. Is it a threat to any existing brand? If yes, which one?
6. If it is not available, what is your view about advertising so heavily before the product is launched?
7. Are people coming and asking for Tamarind?
8. The range of clothes with the retailer.
9. Price range.
10. Name of the shop and so on.

## **TAMARIND QUESTIONNAIRE FOR CONSUMERS**

1. Which ads do you recall?
2. Which garment ads do you recall?
3. Have you seen the Tamarind ad?
4. What do you remember from the ads?
5. Do you like the ad? Why?
6. What is the main message?
7. What kind of clothes are Tamarind?
8. What do you think will be the price range?
9. Will you buy it? Why?

### **Details**

**1. Case study solved answers**

**2. pdf/word**

### **3. Fully Solved with answers**