

# QUANTITATIVE STUDY

Automotive Industry

Singapore, Indonesia, Thailand,  
Vietnam, Korea & China

# STUDY BRIEF

Study revolved around the Mini Excavators available in Singapore, Indonesia, Thailand, Vietnam, Korea and China. Objective is to get the price range for the different Mini Excavator brands and models available in each market. There was no restriction on the respondent's designation as long as they are able to share information on Excavator prices. Mixed methodology was allowed.

# RESEARCH OBJECTIVE

To get the prices of the different brands and models available in Singapore, Indonesia, Thailand, Vietnam, Korea & China



## SIZE

60 each market



## TIMELINE

5-6 weeks



## METHODOLOGY

CATI  
F2F CAPI



## TARGET RESPONDENT

Mini Excavator Owners  
Purchasing Managers

# BUSINESS OBJECTIVE

To enter the aforementioned market having their products offered at competitive price points

# OPERATIONAL CHALLENGES

Getting Invoice copy of the Excavators

Matching Brand and Excavator models as requested by client

Knowing market status of each brands and the model sold in any particular market

Lower CPI

Identifying and reaching the TG

Brand Quota requirements

# APPROACH

Shared confidentiality agreement with the respondents.

Gave respondents the option to hide the info on the invoice which they don't want to share

Did extensive desk research to know each brand market share and the models available in each market

Mostly targeted single owners to keep the project cost efficient

Contacted all of the showroom of each Brands to know their customer; visited construction sites in various cities in each market; and reach heavy good manufacturing industries

Achieved brand quota with the help of more number of recruiters on field to extract our desk research findings.

# EXECUTIVE SUMMARY

This project was a bit of a challenge due to the TG and the requirement of getting a soft copy of original invoices. Survey length was about 30 mins. and requirement was N=60 in each market namely - Singapore, Indonesia, Thailand, China, Korea and Vietnam.

F/W started well with 6-7 completes in each market on the 1<sup>st</sup> week. Client was happy with the progress and data quality gathered. However, things changed at the middle of the study, it was a challenge meeting the required quota and getting invoices from the respondents. We requested for an extension in timeline from the client, on the basis that these are B2B respondents and they are busy. Another reason was that we have to replace some respondents since they refuse to share copies of the invoices. We were able to wrap-up the F/W in 8 weeks; including post F/W client queries, study was officially closed in our books in 11 weeks.

We highly recommend to be very thorough in getting the client requirements and then come up with a concrete action plan for the project. Doing the initial research was the key factor that made this project easy despite the challenging requirement. If in case during the initial meeting with the client, that some of their requirements go against market standard or even unrealistic; best to be upfront and explain to the client in order to set clear expectations and maintain quality results.



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4700 Millenia Boulevard Suite 175 PMB 94397, Orlando, FL 32839, USA



+91 740322 0322



[sales@globalsurvey.gs](mailto:sales@globalsurvey.gs)