

Credential Document

MARCH Marketing Consultancy & Research

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6th Floor Astral Heights Road No.1 Banjara Hills
Hyderabad-500034 (A.P.)
Tel: 040-23430481-84, Fax: 040-23430480
E-Mail: business@marchresearch.com, Web: www.marchresearch.com

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Introduction

MARCH - [**MARK**eting Consultancy & Resear**CH**], is an affiliate of ICFAI University (www.icfai.org) headquartered in Hyderabad. The firm specializes in Market Research and Consultancy for the services sector. Currently the Firm has over 25 consultants with a rich blend of youth and industry experience in Analysis, Design / Planning, Fieldwork, Research and Consulting.

Organization

The Firm is headed by a CEO with five functional heads in the areas of:

- Business Development
- Consultancy and Research Design
- Field Supervision
- Analysis
- Support functions – HR, Accounts

The total manpower strength is currently 70 between Head Office and Branch Offices in New Delhi and Kolkata.

Core Competency

The core competency of the Firm covers:

- Marketing Research and Consultancy
- Rapid re-sourcing and scaling up capability
- Well-defined process and methodologies
- Availability of latest Statistical Tools.

Sector Assignments in Recent Months

In the recent past MARCH has provided Market Research and Consulting services across diversified sectors, such as

- Agriculture
- Automobiles and components
- Education

- Financial Services (Banking & Insurance)
- FMCG
- Health and Fitness
- Hospitality and Tourism
- Infrastructure
- Media Research
- Oil and Gas
- Pharmaceuticals
- Real Estate
- Social and Development
- IT and ITES
- Telecom

Infrastructure

State of the art facilities and statistical packages like SPSS, SAS and other software packages for

- Qualitative and Quantitative research.
- OMR Scanner
- 24 hours dedicated lease line
- Extensive databank
- Access to various databases

Strategic Alliances

- **SAPRO** – leading field agency with a network 150 cities across India
- **ISPP** (ICFAI School of Public Policy) – A leading public policy academic institution which helps MARCH in developing policies and relevant procedures for government related projects.
- **NITHM** (National Institute of Tourism and Hospitality Management) – A government body which provides it's expertise in tourism and hospitality domain.

Range of Services

MARCH Marketing Consultancy & Research designs, develops, and delivers marketing research, public opinion polling, and customized consulting services. Our solutions range from cost-effective multi-client syndicated surveys to highly customized assessments for individual clients. Many of our services can be “unbundled” and matched with existing in-house client capabilities for maximum speed, efficiency and economy.

Research:

- Quantitative Research
 - Telephone surveys
 - Internet surveys
 - In-person: mall intercepts to interviews in customer offices
 - Mail surveys
 - Multi-mode product assessments (CD-ROM, conjoint attribute studies, simulations & user groups)
 - Conjoint Studies
- Qualitative Research
 - Focus Groups
 - In-Depth Interviews
 - On-Line Focus and Chat Groups
 - Desk side Executive Interviews
- Models & Analytical Tools
 - Business Performance Assessments to convey a single-score measure of customer satisfaction
 - Industry Customer Satisfaction Benchmarking

- Customized Research Solutions
 - Concept definition
 - Questionnaire design
 - Sample development and management
 - Field agency supervision
 - Data coding
 - Data processing
 - Statistical modeling & analysis
 - Data analysis and reporting
 - On-site presentation of results

- Project deliverables
 - Newsletter-style executive summary
 - Complete test and graphic reports
 - Actionable recommendations
 - Personal presentations
 - Workshops and clinics
 - All data in electronic as hard copy format

Consulting:

- Location studies
- Framing of Market Entry Strategies
- Corporate Restructuring & Financial Advisory
- Infrastructure Advisory
- Management Advisory across all functions
- Strategic Management

MARCH Differentiators

Strong Field Network

Our network in more than 150 towns in India makes us stronger to carry out market surveys. Our Field executives are management students and have knowledge of local language.

Domain Expertise

MARCH has network with experts in each domain area, to add value to its research findings. These experts will be both from Public & Private sectors, would be well known and respected in their individual areas of expertise.

Time Management

Most Strategic Initiative loose out on 2 factors namely,

- Lack of adherence to Time Schedule
- Lack of Monitoring

MARCH recognizes the criticality of Focused Approach and consciously restricts the number of assignments it takes up at any time. This also requires the high degree of maturity and understanding of the client's organization structure and ethos.

ICFAI

Owing to its association with ICFAI University and its affiliates, MARCH has been able to utilize the academic resources in more than 150 towns in India.

Partial Client List

- Aga Khan Foundation
- Apeejay Finance
- APTDC (Andhra Pradesh Tourism Development Corporation)
- ASI (Association of Seed Industry)
- Asian Paints
- Asianet
- Biological Evans
- BMTC
- Business Standard
- Cholayil Group (Medimix)
- Creamline Jersey
- Cyber Media (Voice & Data)
- Deccan Herald
- Pioneer Hybrid International (Dupont)
- FICCI
- GCMMF (Amul)
- HPCL
- ICICI Bank
- Idea Cellular Ltd.
- IFB Agro
- Ikemura
- Ministry of Human Resource, Govt. of India
- Monsanto
- M.V.Foundation
- Nicholas Piramal India Ltd
- Pentax Corporation
- Polar Pharma
- Sa-dhan (Association of MFIs in India)
- Sandvik Asia Ltd
- SERP (Society For Elimination Of Rural Poverty)
- TAORI Trust
- TATA Teleservices Ltd.
- The World Bank
- TV 9
- VCK stocks and shares

Details of Selected Assignments

1. Nature of Study: Quantitative and Consulting

Objective of the Study:

Micro Finance Intervention in AP: A Client Perception

Sample size and coverage:

1200 interviews covering 108 villages, 36 mandals and 12 districts representing areas in Andhra Pradesh.

About the Study:

The study focused on comparative client survey of both SHG-BLP model and MFI model in Andhra Pradesh.

2. Nature of Study: Qualitative (FGDs and IDIs)

Objective of the Study:

To understand the Child labour involved in hybrid Cotton seeds production in Andhra Pradesh

Sample size and coverage:

Total number of villages covered: 100

Total plots to be covered: 600

Sample of child labour for 600 plots: 6000

Farmers -10 FGDs (80 Farmers)

Parents of child Labour – 5 FGD (50 parents)

Opinion leaders – 5 FGDs

Seed organizers – 5 IDIs

About the Study:

Understanding the child labour involved and the factors surrounding it and device suitable campaigns to reduce child labour in the next season. Also develop database and baseline indicators which would help measure the interventions.

3. Nature of Study: Quantitative

Objective of the Study:

Assessing the current market scenario of Hybrid Rice in Chattisgarh.

Sample size and coverage:

250 interviews covering 32 villages, 16 mandals and 5 districts representing areas in Chattisgarh.

About the Study:

Assessment of awareness level of Hybrid Rice Seeds among paddy growers and understanding the penetration level, triggers for purchase, current usage and future intention of purchase of Hybrid Seeds. Also understanding the satisfaction level and product disposition among the dealers

4. Nature of Study: Quantitative

Objective of the Study:

Mobile customer satisfaction survey

Sample size and coverage:

3700 interviews covering all metros, 20 cities (circle A, B and C) and 10 rural circles.

About the Study:

The study was carried out among users of mobile to understand the satisfaction in terms of:

- Satisfaction with pre-sales/sales
- Network availability
- Satisfaction with customer care
- Satisfaction with value added services
- Satisfaction with billing

5. Nature of Study: Quantitative

Objective of the Study:

Understanding the PCO business and its evolution

Sample size and coverage:

800 interviews covering 8 cities and 5 states across India

About the Study:

The study was carried out among PCO retailers and PCO users to understand:

A. From PCO Retailer

- Evolution of his business

- Economics of operations
- Location demographics
- Internal and External visibility of the PCO outlet
- Other businesses of the retailer

B. From PCO user

- Demographics – Economic and Social
- Usage pattern

6. Nature of Study: Consulting**Objective of the Study:**

Techno – economic feasibility study of five non-metro airports

Coverage:

5 cities across India

About the Study:

The study was carried out among various stakeholders to understand their views for modernisation of the airports aligned with the city development.

7. Nature of Study: Financial Consulting**Objective of the Study:**

Feasibility study for assessing the viability of introducing MRTS (Mass Rapid Transport System) in Hyderabad

Coverage:

Hyderabad and Secunderabad

About the Study:

The study involved financial modeling and commenting on DPR. It involved financial viability of the project

8. Nature of Study: Quantitative**Objective of the Study:**

Market Information about Real Estate Business in Bhubaneswar

Sample size and coverage:

50 interviews in Bhubaneswar

About the Study:

The study was carried out among the Major construction companies covering the following information:

- Demographics
- Average number of Flats sold per month
- Type of flat i.e. HIG, MIG, Duplex, etc.
- Commercial terms offered to the realtors like commission & payment terms
- Modus operandi of marketing agent, in terms of approach to the market, awareness creation among the buyers, sub agent.
- What are the upcoming localities for real estate business
- Whether they are open to give the contract to sale the flats to the realtors from Kolkata

9. Nature of Study: Consulting and Quantitative**Objective of the Study:**

Assessment of Potential Locations for Setting up Colleges for Offering MBA and MCA Programs

Sample size and coverage:

12096 interviews in 278 cities across 25 states in India.

About the Study:

The study was carried out among the various stakeholders of colleges to understand the perception and expectation from a management college.

10. Nature of Study: Quantitative**Objective of the Study:**

Potential of endoscopes market in India

Sample size and coverage:

146 hospitals, 411 surgeons and 16 dealers across 8 cities in India

About the Study:

The study was carried out to assess the market potential of endoscopes, the prevailing competition in the market and the buying behavior, perceptions and market practices in select cities

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