

Plumbers



Market Survey Report



TEAM -



FIELD EXECUTION



Target Area

The market survey occurred specifically within the Chennai region, targeting plumbers actively operating within this area.



Direct meet & Call

A total number of 500 plumbers were contacted through direct meetings and calls by our team to complete the survey.



Duration

The IEMS team dedicated 30 days to conduct direct visits to collect a complete database of plumbers.



Database Segregation Stages

- **Validation:**

A total number of 500 plumbers were contacted through direct meetings and calls by our team to complete the survey.

- **Financial classification:**

Plumbers were categorized into four groups according to their financial business volume.

- **Specialty:**

Our team researched and segregated the plumbers according to the field they specialized in.

- **Operational method:**

We categorized them into two groups: Independent workers and plumbers affiliated with companies.



Direct Meeting

The IEMS team engaged directly with top-level plumbing contractors to gather data about the top-level plumbing contracts.



Database Collection

Our team individually visited several hardware shops to gather information about the plumbers.



Survey Completion

To accomplish this survey, a total of 5 individuals worked behind the scenes, each individually reaching out to 100 plumbers covering overall 500 plumbers.



Manpower

A supervisor and a project manager were appointed to guide, oversee, and ensure the successful completion of the project.



City Limit

Through this survey, we gained data on whether the plumbers working in Chennai reside within the city limits or do they come from outside the city.



Validation Call

After concluding the survey, our team reached out to the plumbers again to validate their input and review the extent to which the survey has benefited them.



Direct Meet

After the survey concluded, all 500 plumbers were invited to attend direct meetings, with a group of 50 attending each session to visit the showroom.



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