



PROVIDENCE MALL

MARKET RESEARCH



1. Objective of the Market Research

01

Sales Development



02

Customer Connect



03

Shopping Culture



04

Negative Points



05

Operational Plan





2. Geographical Plan



Auto drivers



Family



Doctors



Tourist



Business Segments

Kids

Teenagers

Students

3.Interactions

1

Tourist
Friendly

2

Brand
Reach

4. Tourism

3

Advertisements
Spots

4

Events &
Entertainments

5

Shopping Connect
/ Time Plan



5. Understanding the Brand & Store Managers

Purchase decision

Questions from
Customers

Factors to
select the Store

1

2

3

4

5

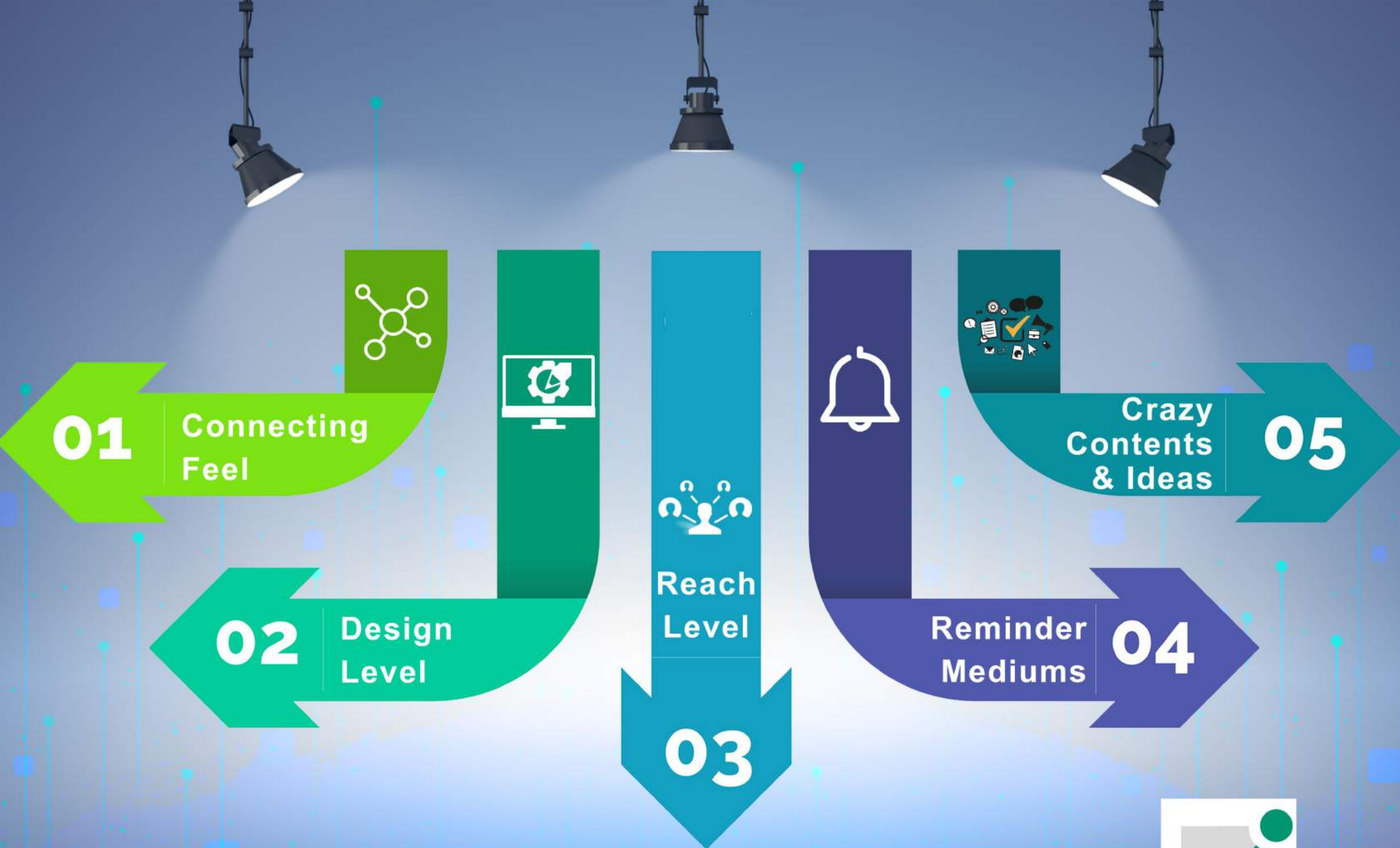
Time Level of a
Customer

Pricing

6. Analyzing with Sales Executives

7.Data and Records of Previous Executions and Failures





8. Advertisements and Branding

9. Regional Crowd Expectations



Primary Data

01

Secondary Data

02

Weekly Meeting

03

Team Discussion

04

Report Sheets

05

10 .Reporting System



11 .Events and Activations

12 .Direct Business Segment / Corporate Connect

Business People

Doctors



Tourism
Agency

Collage Students



Working Women





13 .Social Media Reach

1 Grocery



Dress 2



3 Footwear



Standard
Customer base 4



5 Cinema



14. Pricing

1 Food Attractions

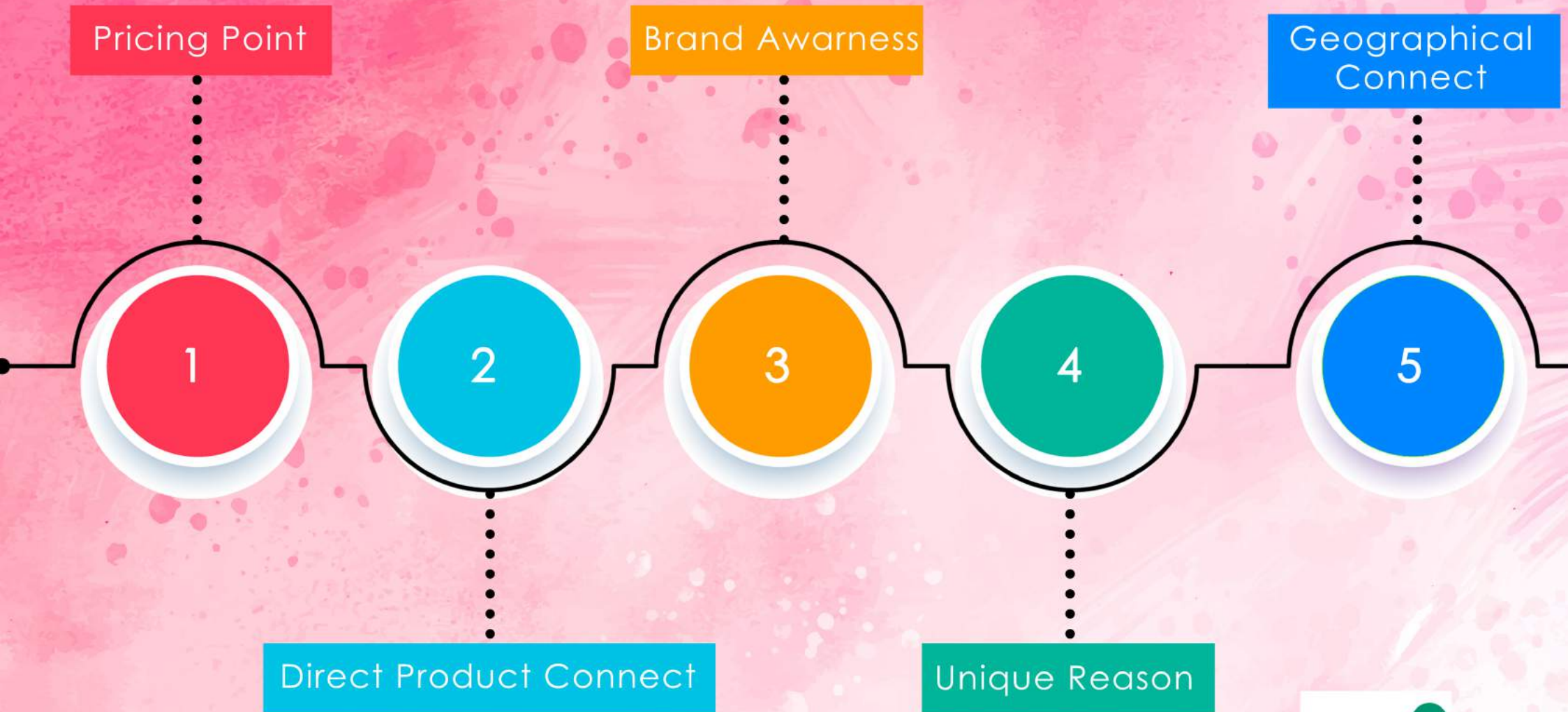
Cinemas 2

3 Grocery

4 Offers

Dress 5

15 .Walk-ins Generation



16.Sales Connect



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