

## Automotive Research & Consultancy (ARC)

The Automotive Research & Consultancy is a specialist division of SRGB, which specializes in Automotive industry related research and consultancy.

These specialist teams, with a wealth of experience garnered over 20 years, were the pioneers of vehicle clinics as a research methodology. These vehicle clinics have now become an industry standard.

Apart from the purely research function, the Automotive Research & Consultancy keeps track of the Bangladeshi as well as world wide sales, trends, new launches and monitors the changing dynamics of the automotive market in Bangladesh and worldwide.

The company has conducted research on various types of vehicles in Bangladesh:

- Passenger Cars (small, small premium, lower mid size, upper midsize, luxury)
- Multi utility vehicles
- Sport utility vehicles
- Two wheelers (scooters, motorcycles, mopeds)
- Three wheelers
- Commercial vehicles

The product and services, which are offered by the Automotive Research & Consultancy division of SRGB include:

- Country & Category entry strategy
- Vehicle Clinics
- Product Development
- Dealer Evaluation, Development & Management
- Integrated Customer & Dealer Satisfaction Program
- Integrated Mystery Shopper Program
- Communication research
- Optimizing Product configuration
- Price Optimizer
- Brand & communication Tracking
- Market assessment and Tracking
- Market segmentation
- Market Construction
- Data Mining

The Automotive Research & Consultancy Division handles a number of studies:

### Vehicle Clinics

- Pre - post evaluation
- Removing rotational bias
- Norms for various categories
- Imagery at three levels
- No need to reinvent the wheel - attribute list developed over 20 years basis global experience
- Comprehensive package - (potential demand, positioning, dominant visual angle, user/character personality, pricing, product modifications, optimum configuration)

**✚ Dealer Satisfaction Surveys**

- Trade & administrative processes, sales and marketing support
- Company image/commitment, reputation

**✚ Customer Satisfaction with Delivery, Sales**

- General ambience (tangibles and intangibles)
- Approach at dealership
- Knowledge of Sales personnel
- Attitude of sales personnel
- Pre delivery Inspection processes
- Follow up processes

**✚ Customer Satisfaction with Service**

- Time taken to get appointment
- Knowledge of service personnel
- Attitude of service personnel
- Service completion satisfaction
- Time taken for servicing the vehicle

**✚ Dealer Consulting**

- Pricing research - price dynamics
- Personal computer based program which allows respondents to trade off among vehicles with price as the determining variable
- Results provide sales/ volume forecasting for each vehicle within clinic array
- Graphic simulations by subgroup available daily on site Simulation diskette provided for internal analysis

**✚ Positioning Research**

- Multivariate technique
- Brand and models viewed similarly, share common space
- Attributes which are correlated, cluster together
- Longer the vector, more discriminating the feature
- Data analyzed with means or percentage

**✚ Product Feature Research - Attributable Effects, Feature Optimizer**

- Examines the impact of product changes on purchase consideration on overall rating
- Shows upper and lower boundaries of purchase consideration when changes are made to specific items
- Enhances strategic position
- Focuses on potential product changes for concept vehicles

**✚ Mystery Shopper Program**

- Real & factual interactions at dealership
- Objective & subjective evaluation at individual dealer level
- Specific Improvement areas for each dealer
- Linkage to rewards & incentive program
- Physical, telephonic and video Mystery shopper technique

For detailed information, please feel free to contact:



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