

Market research of vodafone and heritage



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They are the telecom sector and the dairy sector. In the telecom sector the market research was done for Vodafone and in the dairy sector the market research was done for Heritage. The purpose of conducting a market research for Vodafone is to find out the market share of Vodafone compared to other market players. The purpose of conducting a market research for Heritage is to identify the brand image of Heritage. The scope of doing a market research for Vodafone was limited only to Tamilnadu and for Heritage it was limited only to Chennai. A combination of primary data and secondary data was used to complete the project.

The sources of primary data include preparing questionnaires, conducting interviews, conducting surveys. The sources of secondary data include collecting relevant information from Internet, books. The intern was also given the opportunity to understand the processes involved in generating print advertisements. A combination of primary as well as secondary data was used to do market research. The sources of primary data are preparing questionnaires, conducting surveys and interviews, etc. The sources of secondary data include getting the relevant data from the Internet and also referring to books.

For Vodafone only primary data were used. Hence questionnaires were prepared to conduct surveys and interviews. For Heritage a combination of primary data as well as secondary data was used. Hence questionnaires were prepared to conduct surveys and interviews. The website of Heritage was referred to know about the various products of Heritage, the addresses of various branches of Heritage Fresh retail outlets and the addresses of Heritage parlors in Chennai. Books on business research methodology were

referred to understand the nuances of conducting survey and the various types of sampling techniques.

For both Vodafone and Heritage cross sectional study was conducted in order to get the relevant information. The objective of this project is to do a market research for two sectors in the consumer retail industry. They are telecom sector as well as dairy sector. In the the market research was done for Heritage. The purpose of doing a market research for Vodafone is to find out the market share of Vodafone compared to other market players and the purpose of doing a market research for Heritage is to find out the brand image of Heritage.