



Shoppers' Survey at India's first Cash & Carry organized wholesale firm

-For an American Conglomerate, Jan. 2011

When an independent research firm had to deliver insights based on the Shopper Survey conducted at the country's first foreign Cash & Carry Wholesaler (Metro Cash & Carry India) for one of the world's largest American Conglomerate, 3M Global, it chose none other than BSBS student researchers!

An indepth survey using Exit Interview and Observation approach with the shoppers at Metro - specifically for Cleaners and Cleaning Tools products were aimed at facilitating 3M India relook at its Sales and Marketing strategies in India.

As a Marketing/ Product/ Brand Manager, how do you manoeuvre packing, pricing, branding and other product related features under changing market dynamics? What insights do such extensive surveys provide to the Sales Team?

.... Interact with the 'Managers in the Making' at BSBS....