

Case Study

Consumer research for Japanese Apparel company

Marketing Challenge:

A major Japanese Apparel company needed an entry strategy for the new market in Asian countries and approached Majestic MRSS for the same. They wanted to understand Fashion taste of their target and potential target. They also wanted to understand the clothes of their target and potential target wearing

MMRSS' Approach:

Questionnaire was prepared understanding the need of client and 2 hours home visiting was done where using Ethnography method we tried to gauge the

- Brand awareness and image
- Perceptions for fashion
- Products currently used and purchased
- U&A of clothes

The Results:

We described a rough target map and the positioning map as a hypothesis in the Indian market for them.

Related readings:

1. [Consumer research for a Vietnam fashion brand to enter India](#)
2. [Customer Sales Satisfaction Study for an Automobile giant](#)
3. [Consumer Service Satisfaction Study for an Automobile giant](#)
4. [Consumer research for Fairness cream](#)
5. [Understanding Low Calorie Sweetener from Health Care Professionals](#)

About Majestic MRSS:

Majestic MRSS is more than a decade old full service market research company with clients in the Pharmaceutical, Healthcare, FMCG/CPG, Automotive, Information Communications and Technology (ICT), Hospitality & Retail, Media sectors. MMRSS has its presence in fifteen countries in Middle East and Asia. Majestic has always been at the forefront of technology as an emerging force in Asia and the Middle East in the last decade. To learn more visit www.mmrss.com

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