

Assessing the market

- ❑ The Indian market is complex and the following are important:
- ❑ Segmentation: rich/middle/poor, urban/rural, westernized/traditional, youth/senior, single/family, regional (all segments are substantial)
- ❑ Aspiration: consumers want better, international-grade products
- ❑ Valuation: will not over-pay, prolong product life, economize, less particular about packaging, may “down-trade”
- ❑ Estimation: Western averages of consumption are not valid (e.g. soft drinks), but demand can also “surprise” (e.g. mobile phones)
- ❑ Adaptation: e.g. in food recipes, service methods
- ❑ Localization: advertising, packaging may need to be “Indianized”
- ❑ Fractionation: Smaller portions (e.g. biscuits/ chocolates) or sharing products (e.g.. photocopiers, phone booths, net cafes, diagnostic facilities)
- ❑ Imitation: Very likely that similar products will be available soon
- ❑ Graduation: consumers want to “upgrade” / leapfrog