

CLIENTS

With a reputation that is built on quality, reliability and speed of our services, we have been assisting private and public sectors companies to research their markets, products and customers for many years.

Some of our prestigious clients are:

DOMESTIC CLIENTS



INTERNATIONAL CLIENTS



CONTACT



GENESIS MANAGEMENT & MARKET RESEARCH (P) LTD

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helping you surge ahead.....



COMPANY OVERVIEW

Genesis Management & Market Research (P) Ltd is a full service Market Research Consultancy Company located in Pune, India, who provide end-to-end marketing solutions.

Genesis is the brainchild of Mr. Anil Dhaneshwar which came into existence in 1993, and continues today to serve the field of consulting services in dealing primarily with market research and its allied services.

Genesis has dedicated teams of research executive, research analyst and project director supported by a network of field experts across India.

Genesis has continuously developed its expertise and competencies on both domestic and international markets with various kinds of projects and client profile.

Genesis offers a significant low cost - high value offshore research operation services for its Global clients and ensures that you can better understand and address your business and marketing issues you face.

GENESIS EXPERTISE

Our market research information helps companies make fact-based decisions such as

- ▶▶ We help your business to **grow and diversify**
- ▶▶ We encourage your development and help you make a name in the fast **growing Indian / International market**
- ▶▶ We specialize in helping companies understand existing customers, lost customers, potential customers, and employees (internal customers) by uncovering and tracking the factors that **affect satisfaction, loyalty, retention, awareness, perception and customer behaviors.**
- ▶▶ We analyze your **current & future business needs**
- ▶▶ We provide you with the micro and **macro details of the market**
- ▶▶ We streamline your services to the **best of the current industrial needs**



FUTURE BUSINESS OPPORTUNITIES

WHY GENESIS

- ▶▶ A huge bank of experience, gained over the years across a wide range of sectors and research methods with more than 1000 projects already achieved
- ▶▶ Flexibility
 - Serve both domestic and International Market.
 - Serve various client profile: MNC, Start-up, domestic companies.
 - Serve a wide range of project in the sectors of
 1. Chemical
 2. Industrial
 3. Automobile
 4. Banking/Finance
 5. FMCG
 6. IT/Telecom
 7. Engineering
 8. Retailing
 9. Healthcare
 10. Pharmaceutical
- ▶▶ A unique network of regionally based teams of research experts
- ▶▶ It helps create a business plan, launch a new product or service, fine tune existing products and services, expand into new markets etc.
- ▶▶ Streamline the growth into utmost limits



CORE VALUES

Authenticity:

We guarantee authenticity, reliability and credibility of the information, data, facts, figures, opinions and views gathered from primary and secondary sources.

Quality:

We ensure excellent quality of the actionable reports which gives you absolute and detailed insight into the markets, products, competition and the overall perspective at an affordable price.

Confidentiality:

We guarantee secrecy and confidentiality of the research projects carried out by us strictly as per Code of Conduct laid down by ESOMAR and MRSI.

OUR CAPABILITIES

- CUTTING EDGE** – Business research
- ▶▶ Customer satisfaction
 - ▶▶ Market feasibility / Market entry study
 - ▶▶ Competition analysis
 - ▶▶ Market expansion study
 - ▶▶ Market assessment / projections
 - ▶▶ Business landscape
 - ▶▶ Social research

- KPO** – Market research
- ▶▶ Demand potential
 - ▶▶ Distribution analysis
 - ▶▶ Import / Export analysis
 - ▶▶ Market survey
 - ▶▶ Pre and post evaluation study
 - ▶▶ Data analysis

OUR METHODOLOGY

QUALITATIVE

- ▶▶ In depth interviews
- ▶▶ Focus groups
- ▶▶ Creative workshops

QUANTITATIVE

- ▶▶ CATI / CAPI
- ▶▶ Face-to-face
- ▶▶ Online
- ▶▶ Mystery shopping

OTHER

- ▶▶ Internet Research
- ▶▶ Market Intelligence

AFFILIATIONS

