

Use of Market Data, Application of Marketing Research Tools & Methodology -Advance Level

MHRD Innovation cell hosted an online session on May 14, 2020 that featured a discussion on legal and ethical steps.

Dr. Preet Deep Singh, AVP Invest India was the eminent speaker in the online session.

In this session, the speaker made us familiar with three agendas-:

1. Market size
2. Market Penetration
3. Segmenting Targeting Positioning

The session started with an explanation of the market size. It is basically the total number of people who could buy the product. Then he explains how to estimate market size.

Then he tells what comes under segmenting. He explains various objects on the basis of which segmentation is done.

Method 1 is on the basis of following:

Demographic

Psychographic

Behavioural

Geographic

Method 2 is on the basis of:

Retailers

Wholesalers

Consumers

Method 3: SEC A B C

Method n



He explains all the concepts which are related to the market size. He talked about Targeting. Targeting is basically How do you target customers. Segmenting is basically categorizing the market and Targeting is to target a category in the market.

He explains the difference between total available market and served available market. And how to differentiate the target market from the served available market.



This was a wonderful, valuable, stupendous, interactive and inspiring session for all the students. The expertise gained by the students from the session will surely help them. It gave an opportunity to the students to enhance their knowledge in a better way.



Link to the above session-
<https://youtu.be/4lqYN1Xhoqg>

Following IIC members attended the above session of Leadership talk series:

Faculty Member:

1. Dr. Kusha Tiwari (Convenor)
2. Mr. Sushil Kumar
3. Mr. Rahul Tomar
4. Dr. Anuj Kumar
5. Mr. Vivekanand Nartam Motiram

Student Member:

- 1 Anshaj Gupta
- 2 Harshit Arora
- 3 Ritik Saini
- 4 Dhruv Kaushik
- 5 Tanihsa Dixit
- 6 Deepak
- 7 Mansi Chaudhary
- 8 Vignesh
- 9 Himanshu Goel
- 10 Versha Verma
- 11 Anjali Verma
- 12 Mahima Sharma
- 13 Anisha Arora
- 14 Mohit khasa
- 15 Srradha Garolia