|  |  |  |
| --- | --- | --- |
| **Project Name: Pj Cleopatra** | **F2F BRIEFING INSTRUCTION - CAPI(Field Brief Note) – Quantitative** | **Project No: 326.201.01052.1** |
| **From: Kirti Santwani** | **Date: 12-01-2023** |

|  |  |  |
| --- | --- | --- |
|  | **Study Objective** | * To understand the satisfaction, attitude and perception of retailers across different categories
 |
|  | **Product/ Services** | Consumer Durables |
|  | **Study Phase** | One time |
|  | **Interview Flow** | CAPI interviews |
|  | **Target Group** | Key decision makerIn the business for any of the category since last 3 yearsStore type can be- Manufacturers’ store, Multi brand/category store (Trade stores)- Bartan market in case of cookware segment |
|  | **Centers**  | **In Sample plan table for all categories**  |
|  | **Quotas** | **Refer Table 1.1** |
|  | **Sampling**  | Refer Table 1.2 |
|  | **Skipping & Substitution**  | NA |
|  | **Panel details** | NA |
|  | **CLT / STM/ In hall** | NA |
|  | **Product Test** | NA |
|  | **Queries attached** | NA |
|  | **Show cards** | Yes |
|  | **Excess product** | NA |
|  | **Translation**  | Hindi, Kannada, Tamil, Telugu, Oriya, Marathi, Gujarat, Malayalam, Punjabi  |
|  | **Queries Clarification** | If you have any doubts, please feel free to contact us |
|  | **Productivity Assumption**  | Please let us know what the productivity assumption will be  |
|  | **Field work schedule** | **FW launch: 22nd Jan’24** |
|  | **Deliverables** | Scrutinized & completed QuestionnairesStatus on time – every day |
|  | **Dispatch Schedule** | NA |
|  | **Specific requirement on Quality checks**  | * Ensure smooth and timely delivery
* Team to regularly follow up on this else QC will get delayed
 |

Table 1.1

|  |  |  |
| --- | --- | --- |
| **CATEGORY  SPLIT** | **TRADE** | **MFR STORES** |
| Small Domestic Appliances | 80% | 20% |
| Cookware | 40% | 60% (Bartan Markets) |
| Small Kitchen Appliances | 80% | 20% |
| Fans | 80% | 20% |

 **Soft Quotas**

|  |  |  |
| --- | --- | --- |
| **CATEGORY  SPLIT** | **Bajaj Retailers**  | **Non- Bajaj Retailers**  |
| Small Domestic Appliances | 90% | 10% |
| Cookware | 90% | 10% |
| Small Kitchen Appliances | 90% | 10% |
| Fans | 90% | 10% |

Table 1.2

Centres

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Product Category** | **Zones** | **Metro**  | **Tier 1** | **Tier 2** | **Tier 3**  | **Total Sample** |
| **SDA** | North  | 35 | 29 | 30 | 56 | **150** |
| West | 28 | 122 | 50 | 50 | **250** |
| South | 84 | 76 | 67 | 73 | **300** |
| East | 20 | 25 | 25 | 30 | **100** |
| **Total SDA** | **167** | **252** | **172** | **209** | **800** |
| **Fans** | North  | 44 | 39 | 30 | 37 | **150** |
| West | 75 | 110 | 50 | 40 | **275** |
| South | 84 | 96 | 60 | 35 | **275** |
| East | 27 | 40 | 15 | 18 | **100** |
| **Total Fans** | **230** | **285** | **155** | **130** | **800** |
| **Kitchen appliances**  | North  | 30 | 25 | 90 | 30 | **175** |
| West | 60 | 90 | 50 | 50 | **250** |
| South | 90 | 50 | 60 | 25 | **225** |
| East | 20 | 50 | 40 | 40 | **150** |
| **Total Kitchen Appliances** | **200** | **215** | **240** | **145** | **800** |
| **Cookware**  | North  | 25 | 30 | 30 | 10 | **95** |
| West | 45 | 78 | 12 | 10 | **145** |
| South | 40 | 60 | 15 | 10 | **125** |
| East | 25 | 65 | 20 | 25 | **135** |
| **Total Cook ware**  | **135** | **233** | **77** | **55** | **500** |
| **Total Sample tier wise** | **732** | **985** | **644** | **539** | **2900** |

**Thank you and All the Best!**