**Moglix B2B EWN**

**Sample** –

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| **S. No** | **FW centres** | **Sample Size** |
| 1 | Delhi | 5 |
| 2 | Lucknow |
| 3 | Ludhiana |
| 4 | Pune |
| 5 | Mumbai  |
| 6 | Ahmedabad |
| 7 | Kolkata |
| 8 | Hyderabad |
| 9 | Chennai |
| 10 | Bangalore |
|   | **Total** | **5** |

**Methodology** – Qualitative – IDIs

**Geography** – Pan-India

**Sample Size** – 5 (Qualitative)

**Designation Required** - National sales head / National channel manager.

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| **Enterprises** | **Suppliers (OEM and distributor focussed)** | **Designation of respondents** |
| Large / international OEMs | 5 | Sales head, National sales, marketing head, channel sales manager |

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| **Definition** | **Not individuals only enterprises** |
| **Large enterprises** | Annual turnover more than 250 Cr.and investment more than INR 50 Cr |

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| **Supplier screener questions-** |
| a. Name of respondent, company, designation, roles & responsibilities |
| b) Are you an authorised dealer / local OEM vs Large OEM? |
| c) Which MRO products do you deal in / manufacture? |
| d) How long have they been working with Moglix? |
| e) Are they aware of the terms of trade (margins, credit period, inventory requirement, etc) involved while supplying to Moglix? |
| f) Who takes the supply-related decision w.r.t Moglix in your company? |

**LOI** – 40min to 60min

**All the sessions will be done over the client platform like Zoom, MS Team, etc.**

Briefing Schedule: - 31th May 2023

Fieldwork Start Date: - 1st June 2023

Closure Date: - 8th June 2023

**Allot an EIC for the fieldwork.**