



Market Study on Environmental Purpose Vehicles

Background:

The client - a leading supplier of environmental protection vehicles - would like to gain a good understanding of the demand drivers in the domestic market..



Research Objective:

This study was specifically interested in estimating specific demand drivers of environmental protection vehicles, so as to understand the local market potential for the different product categories

Methodology:

1SOS was responsible for obtaining information on the relevant demand drivers from secondary sources

Primary data collection: Expert interview In-depth Face to Face / Telephone Interviews

1SOS Deliverables:

- Providing synopsis of as many relevant insights as possible, collected during the interview
- Any market information, competitive material, brochures etc.
- Relevant demand drivers for environmental protection vehicles in India