



# Market Research on Security Fixtures Used in Residential Buildings and Product Concept Testing

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## **Background:**

A leading global manufacturer in the hardware and home improvement industry planned to introduce a new security fixture product in India. It sought to understand both customer and channel attitudes and behaviors, so as to develop the optimal engagement strategy for both groups.

## **Objective:**

The objective of the study was to analyze Indian market to produce a comprehensive market entry strategy for our client.

## **Methodology:**

1SOS conducted secondary research on macro-environmental conditions and industry trends pertaining to the security fixtures market. In-depth interviews with end customers and regional distributors, as well retail observations across India, were conducted.

## **1SOS Deliverables:**

We provided our client the research findings of India to share & evaluate the market potential. Project deliverables included cross market comparisons of customer dynamics, benchmarking of manufacturer support to local importers, distributor and customer receptiveness to our client's proposed product and conjoint analysis of pricing trade-offs for various key product features.