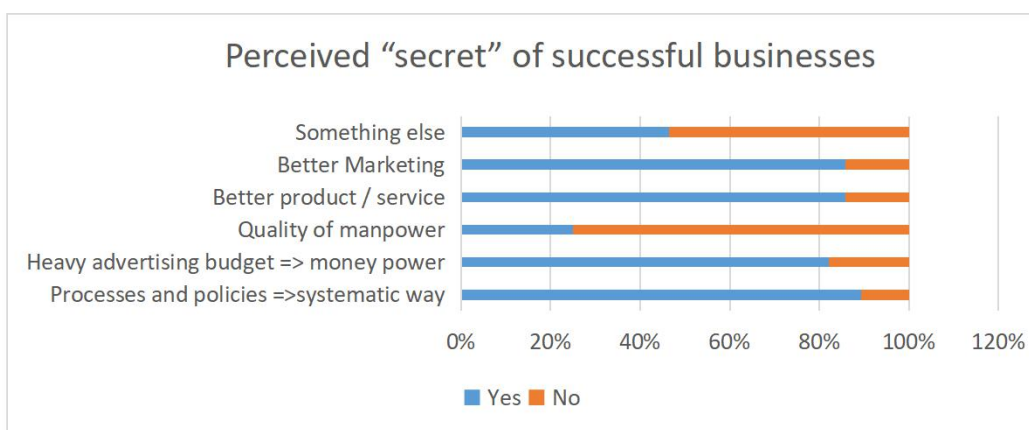


Market Survey Findings

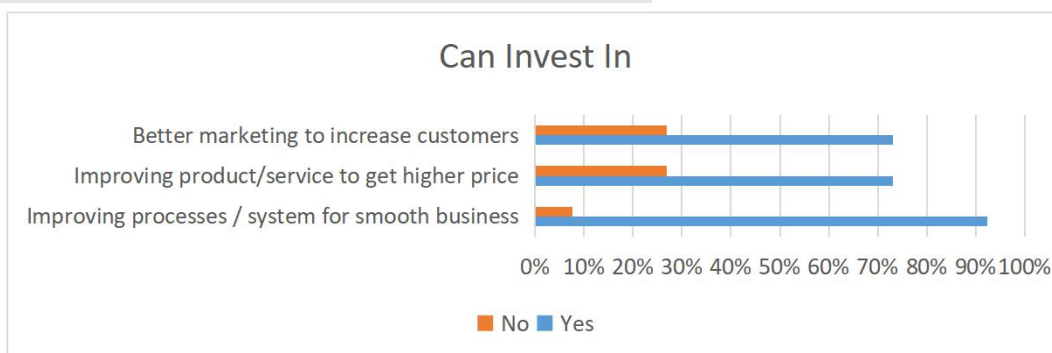
I

Do you think following factors are “secret” of successful businesses in industry ?	Yes	No
Processes and policies =>systematic way	89%	11%
Heavy advertising budget => money power	82%	18%
Quality of manpower	25%	75%
Better product / service	86%	14%
Better Marketing	86%	14%
Something else	46%	54%



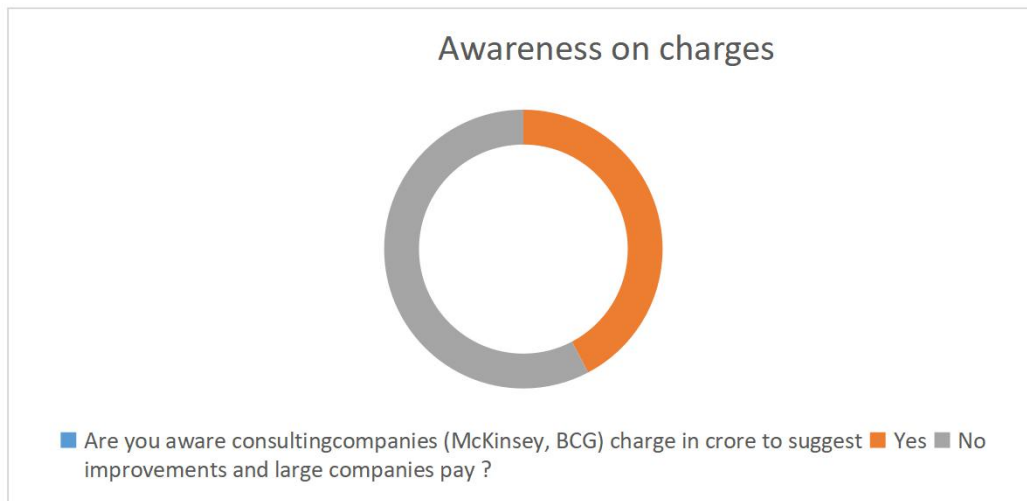
II

Can you invest in following areas to get better results ?	Yes	No
Improving processes / system for smooth business	92%	8%
Improving product/service to get higher price	73%	27%
Better marketing to increase customers	73%	27%



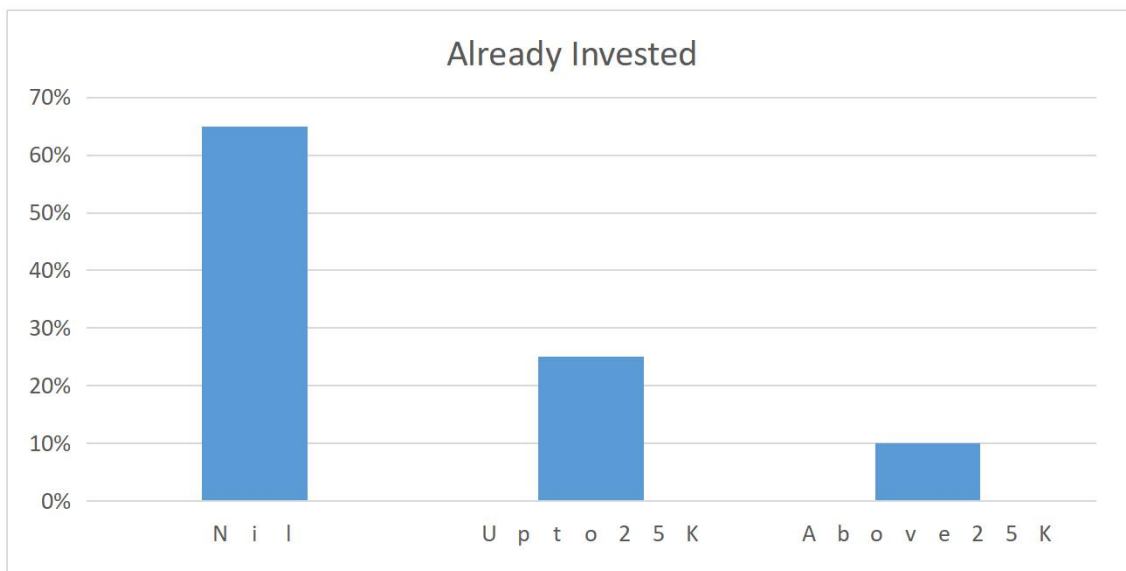
III

Are you aware consulting companies (McKinsey, BCG) charge in crore to suggest improvements and large companies pay ?	Yes	No
	42%	58%



IV

Amount which you invest in professional consulting is Rs	Nil	Up to 25K	Above 25K
	65%	25%	10%



V

If I offer you improvements one by one, amount you can pay would be Rs	Min	Max
Improving processes / system for smooth business	200	60000
Improving product/service to get higher price	1000	50000
Better marketing to increase customers	1000	20000

