



## Construction & Real Estate Market Research in India

### Impact of Research

In a changing real estate and construction market, the old thumb rules used by industry specialists sometimes stops being valid. There is a fundamental shift in the market rules. Sometimes the fixed investments involved in the industry is very high and these investments are built on speculation. It is very valuable to collect data on the market dynamics in a scientific manner to reduce risk.



### Market Challenges

The traditional models that have worked over the past decade are fast shifting. Markets have evolved into niche sub-segments and sophisticated statistical techniques need to be used to understand the customer behaviors. Also, the real estate industry is a complex value chain of multiple companies. Changes in one end can impact the other end of the industry value chain.

### Business Savvy Solutions

eMpulse provides solutions that are practical in nature. Years of experience of eMpulse management in senior leadership positions at large and small corporations have helped us develop a unique perspective on how change gets executed at large real estate corporations.

### Goal: Understand your market for construction and real estate products within India

There has been tremendous growth in the construction and real estate market within India. The Industry has moved from a mainly un-organized industry to a more professionally managed growth segment within India. It is very critical to understand your customers within the changing market so that you can maximize your profits within this new high opportunity environment.

### eMpulse Experience

eMpulse offers full service market research solutions that help you understand the construction and real estate market within India. We offer solutions up and down the Industry value stream. This includes companies that produce raw materials & also the end-user customers, and all services providers in-between. The industry has both organized and unorganized segments. We have experience with many large and small projects with different size of clients.

Some examples of products we have helped with Market Research are;

- Real Estate Developer research on apartment project
- Premium wooden flooring product research to understand customer architectural preferences
- Brand launch feasibility study for Autoclaved Aerated Concrete Block (AAC) for both Indian and Export market

Many parts of the construction industry is operated in the unorganized sector. Data collection in the unorganized sector needs a lot of experience in field operations management. eMpulse Research executives have good savvy in complex data collection efforts.

### eMpulse Facts

- One of the leading Market Research Agencies for Telecom within the Indian Market
- Established in 2007, growing rapidly by delivering high quality research for the Indian telecom customers



## The eMpulse Difference

eMpulse has conducted data collection and research with the following stake holders within the real estate and construction industry within India;

- > Architects
- > Interior Designers
- > City Planners
- > Builders
- > Consultants
- > Contractors &
- > End Users



## Innovative Approach

eMpulse researchers have extensive experience in dealing with complex construction industry research problems. Business savvy is a critical component of developing meaningful research plans. In India, practical data collection challenges need to be managed, and eMpulse team has the skills to get your research completed with the most effective results. Successful research companies need to be very innovative in data collections and analytics because of the unstructured nature of many markets and its behaviors. A combination of theoretically sound methods coupled with research execution savvy gives eMpulse an edge over the competition.

## Case Study

### Situation

A leading construction products manufacturing company from central India was in the process of exploring a multi-crore investment in developing a factory for teak wood flooring for premium homes and commercial properties. Market potential was unknown but assumed to be significant because of the growing segment of rich Indians. They wanted to understand the market size and potential for the product in addition to customer segmentation and preferences. eMpulse was commissioned to carry out the research.

### Research Conducted

The comprehensive research plan was developed by eMpulse research executives and got the approval from the client. The strategic direction of the client company along with their financial plans were understood. Secondary research was conducted on the flooring market as well as the construction and real estate market in general. Depth interviews were conducted with key decision makers for flooring, Architects and End Users. Survey data was collected from the customers. This was then analyzed by eMpulse analysts and a final report with actionable recommendations were delivered.

### Results

The market size was estimated which helped the client setup production operations' size based on the study. Market segmentation was conducted and target segments for the product developed. Then detailed market launch recommendation was provided which helped the marketing department develop a go-to-market action plan.

#### Client Testimonial

"When we ventured into our new project that involved a significant investment, reducing risk by understanding the apartment market and the end customer was very critical. eMpulse executives designed a study that provided us both the big picture and the detailed architecture level features for the project. Helped us tremendously for management and our architects to bring the appropriate product into the market"

CK Ramnarian  
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Arya Promoters & Builders  
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