



The Auto Edge Trend Analysis

Wouldn't it be great to know what moves consumers to make a car purchase? Even better, wouldn't it be great to see how you rank against other automotive companies? This study not only answers the above questions, it helps you determine key market drivers that will help you craft the right message to generate more customers. This study is based on sponsoring auto dealerships.

RESEARCH OBJECTIVES:

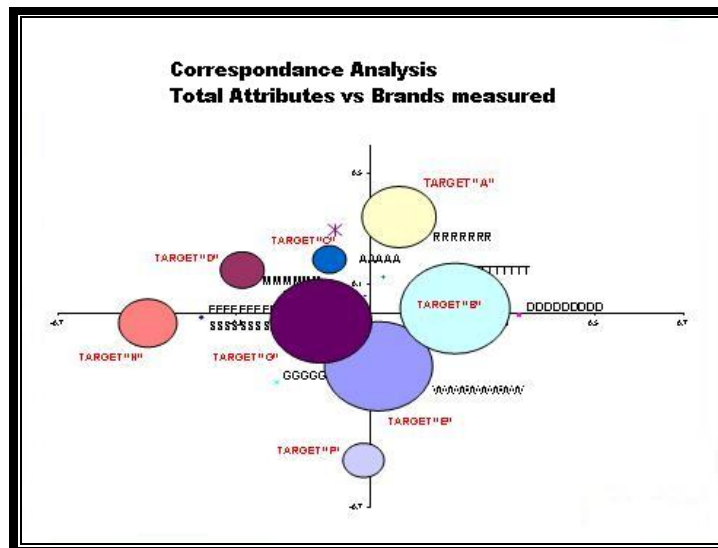
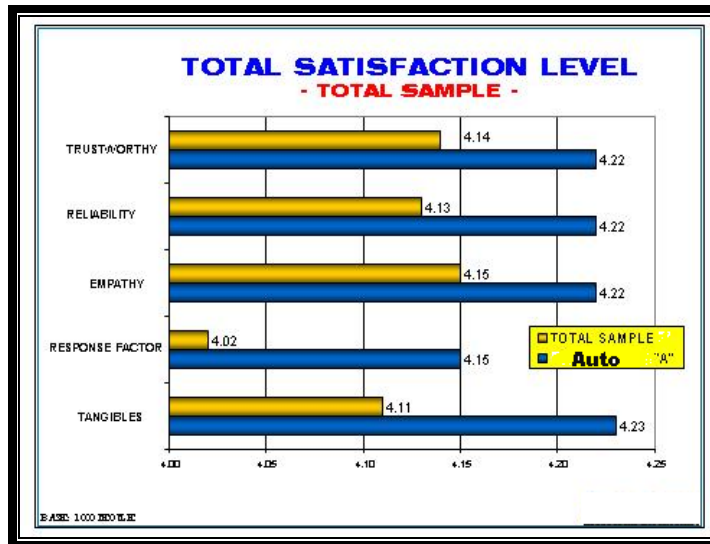
- Incidence and awareness of your current business services
 - Future services expected by customers

- Brand Positioning
 - How is your auto company perceived by customers
 - Developing the IDEAL Auto Company
 - How far off is your business from the customers' perspective?
 - What are your customers' expectations?
 - What are your customers' taste and preference for auto vehicles
 - Perceptual Image Mapping
 - Service Level Evaluation & Expectation
 - Peer Comparison Evaluation & Analysis
 - Advertising & Promotional Activities Analysis

CALENDAR OF EVENTS:

PROJECT STEPS	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9
Initial Meeting	█								
Questionnaire Development & Approval		█							
Training & Instrument Testing			█						
FIELD WORK			█	█	█				
PROCESSING					█	█			
Analysis & Reporting							█	█	
Final Report Concluded									█
Final Results Presented to Client									█

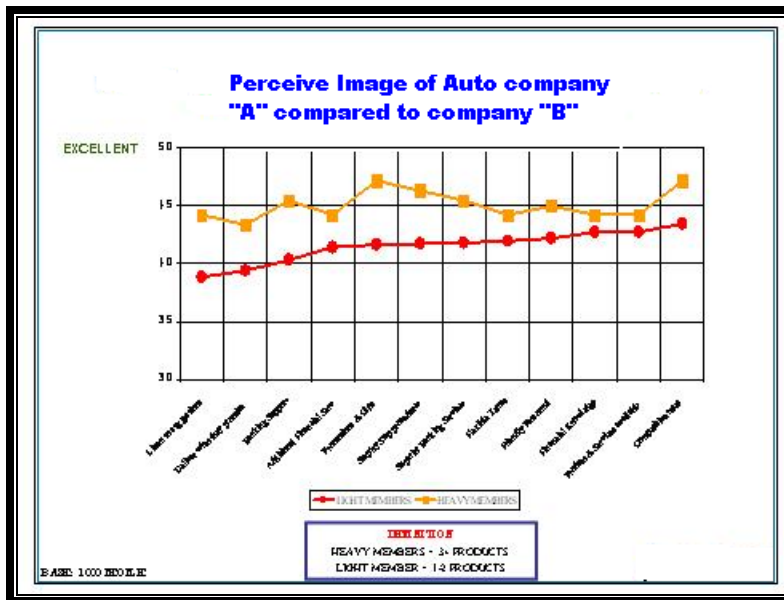
SAMPLE GRAPHIC MATERIAL (For visual aid purposes)



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To schedule a personal meeting to discuss the details and scope of this particular research, please call at 954-741-2234.