

The Russian market of passenger cars - 2006

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ABARUS Market Research

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Research target: to characterize the state of the Russian car market and to evaluate the prospects for its development.

Objectives:

1. To describe the car market in the RF (the Russian Federation) by determining its structure, trends, growth patterns and prospects for development;
2. To evaluate the operational and financial activities, as well as to identify the key players, both domestic and foreign, in the car market of the RF;
3. To characterize the current situation on the essential and related markets, with regards to components, car insurance and auto loans.

Methods of data collection: monitoring of the Russian media and databases.

Data analysis methods: traditional techniques of content analysis

The research database comprises:

1. Article databases (both printed and electronic media were analyzed).
2. Internet resources.
3. State statistics authorities (Databases of Federal Customs Service, Federal Government Statistics Service also known as Rosstat).
4. Ready-made market research reports.
5. Materials presented by specialized agencies.
6. Materials obtained from market players.
7. Databases originated by ABARUS Market Research, Ministry of Economic Development and Trade, Ministry of Industry and Energy, Federal Transport Supervision Service.

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