

The Russian Market of Tires

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Research target: to characterize the state of the Russian market of tires

Objectives:

1. To describe the general state of the Russian economy
2. To give the brief characteristic to the Russian automobile market.
3. To describe the Russian Tires market

Methods of data collection: Monitoring of the Russian mass-media and the Internet, the analysis of databases of Federal Customs Service, Federal Government Statistics Service also known as Rosstat.

Data analysis methods: traditional techniques of content analysis

The research database comprises:

1. Article databases in the mass media
2. Internet resources.
3. State statistics authorities (Databases of Federal Customs Service, Federal Government Statistics Service also known as Rosstat).
4. The results of marketing and consulting agencies' researches
5. Materials presented by specialized agencies
6. Materials obtained from market players.
7. Databases originated by ABARUS Market Research

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