

The forecast of the frozen food market development in 2007-2008

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Abstracts

Methods of the research

The forecast, presented in this research is based on the data of a complex market research dedicated to frozen food “How to create a successful brand in the Russian frozen food market? An analytical research on the basis of analysis of experience of key Russian enterprises in branding and of perception of their trade marks by consumers”, which was carried out by the experts of Proryv company in October-November 2006

Within the bounds of this research the following methods were used:

1. Interviews with representatives of frozen food manufacturers
2. Qualitative research. Depth interviews with frozen food consumers. Sampling – 50 respondents.
3. Quantitative research. Standardized interviews with frozen food consumers (representational sampling in Moscow, 1000 respondents)

Abstract

The forecast, presented in this research is based on the data of a complex market research dedicated to frozen food “How to create a successful brand in the Russian frozen food market? An analytical research on the basis of analysis of experience of key Russian enterprises in branding and of perception of their trade marks by consumers”, which was carried out by the experts of Proryv company in October-November 2006

The method of consumers segmentation by the main motive of choice, used by Proryv Company, allows to understand the reasons and peculiarities of behavior of different consumer groups, to forecast changes in the market structure, to predict the most effective positioning strategies and possible ways of market development.

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