

End-user industry perceptions of compressors - Steel - ValueNotes BrandMeter 2015

<https://marketpublishers.com/r/E59F531D326EN.html>

Date: March 2016

Pages: 41

Price: US\$ 399.00 (Single User License)

ID: E59F531D326EN

Abstracts

ValueNotes Brandmeter is a quick-access tool providing insights on how customers and trade partners perceive various industrial compressor brands in India.

An unbiased and independent report based on 300+ interviews with end-users and trade participants

Companies are ranked by customers and the trade across parameters such as product quality, energy efficiency, after-sales service, quality of air output, compressor life, product availability, brand image, value for money, design & customization, and product warranty

Product- and brand-wise buying preferences across regions and end-user industries in India

End-user industries include automobile, cement, chemical, food and beverages, pharmaceuticals, power, steel, textiles

This report highlights the key purchasing criteria for compressors in India in the steel industry, including the types of compressors used in the steel industry, brand recall, ranking and the sector's complaints with compressors. Reciprocating and screw compressor brands are ranked by the steel industry by purchasing criteria.

Contents

- 1. PURCHASING CRITERIA FOR COMPRESSORS IN THE STEEL INDUSTRY**
- 2. TYPES OF COMPRESSORS USED IN THE STEEL INDUSTRY**
- 3. OVERALL COMPRESSOR BRAND RECALL IN THE STEEL INDUSTRY**
- 4. OVERALL RANKING FOR COMPRESSORS IN THE STEEL INDUSTRY**
- 5. OVERALL RANKINGS IN THE STEEL INDUSTRY BY PURCHASING CRITERIA**
- 6. STEEL INDUSTRY – OVERALL COMPLAINTS WITH COMPRESSORS**
- 7. RECIPROCATING COMPRESSOR RANKING IN THE STEEL INDUSTRY**
- 8. RECIPROCATING COMPRESSOR RANKINGS IN THE STEEL INDUSTRY BY PURCHASING CRITERIA**
- 9. STEEL INDUSTRY COMPLAINTS FOR RECIPROCATING COMPRESSORS**
- 10. SCREW COMPRESSOR RANKING IN THE STEEL INDUSTRY**
- 11. SCREW COMPRESSOR RANKINGS IN THE STEEL INDUSTRY BY PURCHASING CRITERIA**
- 12. STEEL INDUSTRY COMPLAINTS WITH SCREW COMPRESSORS**

About BrandMeter

Ranking Methodology

About ValueNotes

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