

## Identifying markets for premium products



We market premium mobile handsets. We need to target markets with a potential to consume premium products. Can the Guide help?

### DATA REQUIRED FROM THE GUIDE

- Market Intensity Index MII urban - Volume I
- Contribution to MPV from high end durables CD3 - Volume I

### SOLUTION

Given the situation, the most relevant variables that can help identify districts with potential to consume mobile handsets, will be the Market Intensity Index which gives the quality of the market and Consumption of high end durables as reflected by contribution from CD3 to the aggregate potential (MPV).

As an illustration let us consider districts with similar quality markets (MII) across states. The last column in the table below illustrates an analysis to help focus on potential districts.

State	District	MII	Contribution to MPV		Analysis
			Consumption	CD3 %	
		1	2	3	4 = 1*2*3/100
Gujarat	Rajkot	133.62	28.26	22.99	868.13
M P	Indore	145.17	23.64	25.12	862.07
Kerala	Thrissur	135.05	16.79	18.9	428.56
Kerala	Kollam	123.52	12.74	18.62	293.01

### RESULT

Districts of Rajkot and Indore offer good potential for premium products. This analysis will also help set sales targets.