



Market Research for Retail Company

PROJECT DETAILS

 E-Commerce Development, Market Research

 Jul. 2020 - Ongoing

 Less than \$10,000



"They're able to work collaboratively with extreme passion. It was a great experience working with Ahex."

PROJECT SUMMARY

Ahex Technologies Pvt. Ltd. conducted market research for a retail company. The team gathered data for the client's e-commerce campaign, specifically targetting the end-user.

PROJECT FEEDBACK

The data helped the client make informed decisions for their e-commerce campaign. The team maintained a fluid workflow marked by constant communication via Skype or mobile calls. The specialists are knowledgeable consultants.



The Client


Please describe your company and your position there.

My company deals with retail products for the end consumer.

The Challenge

For what projects/services did your company hire Ahex Technologies Pvt. Ltd., and what were your goals?

We hired Ahex Technologies Pvt. Ltd. for providing e-commerce solution for the retail products for end consumers.

 Employee, Retail Company

 Retail

 Lucknow, India

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 4.5

Cost: 5.0

Would Refer: 4.5





The Approach

How did you select Ahex Technologies Pvt. Ltd. and what were the deciding factors?

We had seen many previous works of the Ahex so we found that it is very much user friendly and compatible. Ahex had a very smart technique for reaching to a large consumer base in the least time.

Describe the scope of work in detail, including the project steps, key deliverables, and technologies used.

We had a couple of meetings for the making marketing strategy to reach out the maximum consumers and we got the entire understanding for making strategies and then deployed the products for end-users.

How many people from the vendor's team worked with you, and what were their positions?

We worked with a team of 3 to 4 people where 1 to 2 people work in sale strategy and others in making market research.

The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

Ahex solutions help us to achieve our business goals and also helped us in making certain market research for reaching the end-user. Using Ahex solutions we set to conquer the retail market goals.

They're able to work collaboratively with extreme passion. It was a great experience working with Ahex.

Describe their project management style, including communication tools and timelines.





We communicated through the skype and audio calls whenever is required. The management is very co-operative and always involved with us in every stage of the development.

What did you find most impressive or unique about this company?

The resource of Ahex technologies is very knowledgeable and professional. The team is very much concern with every deliverable.

Are there any areas for improvement?

Currently, I did not find anything much for the area of improvement but am sure there is always scope for improvement.

