

Case Study

Aviation Flight Management System-Post New Product Introduction Acceptance Analysis

Marketing Challenge:

A supplier of many different avionics systems for large passenger aircraft was extremely concerned about slowness of sales and lack of customer interest in a new upgrade-replacement flight-management system launched 18 months prior. Customers appeared reluctant to adopt this new offering and sales were significantly below plan. Majestic client had some suspicions based on its sales force input, but desperately needed third-party insight from an outside aviation market research expert to understand and attempt to quickly remedy the situation.

MMRSS' Approach:

In approaching this custom research, Majestic MRSS independently assembled its own secondary statistics on current installations, competitive positions, and other data to recalculate available market size and growth estimates. Majestic MRSS interviewed key airline decision makers in various functional roles (maintenance, flight ops, and engineering) to assess their reactions to this new system and similar offerings, as well as background issues such as market conditions and changing need.

The Results:

Based on Majestic MRSS research, client realized there were several key drawbacks in its design and sales strategy, and was able to make necessary modifications to restore critical sales momentum.

Detailed, independent feedback from Majestic MRSS research enabled client to better understand the problem, and ultimately help reassure customers with a timely and relevant response.

As a result, Majestic MRSS Client was able to recover and achieve 90% of its original sales projection after making key changes

About Majestic MRSS:

Majestic MRSS is more than a decade old full service market research company with clients in the Pharmaceutical, Healthcare, FMCG/CPG, Automotive, Information Communications and Technology (ICT), Hospitality & Retail, Media sectors. MMRSS has its presence in fifteen countries in Middle East and Asia. Majestic MRSS has always been at the forefront of technology as an emerging force in Asia and the Middle East in the last decade. To learn more visit www.mmrss.com

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