

Director of Coir Development

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Expression of Interest (EOI)

Directorate of Coir Development invites Expression of Interest (EOI) from reputed institutions/business schools to conduct an impact study to evaluate the outcome of onam campaign “Coir Carnival 2017” and buyer preferences of customers for coir products. Last date for submission of EOI is 3PM on 27.11.2017. For more details, contact our office in the above mentioned address during office hours.

Director of Coir Development

Expression of Interest (EOI) - DETAILS

Background of the Proposed Work

With an aim to explore and expand the international and domestic market for coir products from Kerala, Onam Coir Carnival 2017 was kick started in Thiruvananthapuram. The Carnival was inaugurated by Dr. TM Thomas Isaac, Minister for Finance and Coir Development on August 1, 2017. The Carnival was held in 14 districts for one month.

Onam Coir Carnival is a lead on to the International Coir Kerala event which was held at EMS stadium in Alappuzha from October 5 to 9, 2017.

An exclusive offer to buy Rs 2000-worth of selected coir products for a Rs 1000 voucher was the main attraction of the fair. The coir products were sold through 120 outlets spread across Kerala. Further, the fair offered 9 varieties of coir products at a heavily discounted fifty percent.

The fair offered customers a chance to win gold prizes and bumper prize of a brand new car through lucky draws as a part of its promotion. Monthly part-payment scheme for government employees against the purchase of coir products was also introduced as part of the promotion campaign.

Task

To evaluate the outcome of the Onam Campaign “Coir Carnival 2017” done from 2nd August 2017 to 31st September 2017 & to study the buying preferences of customers for coir products.

Study-1

Major Objective

To study the buying preferences of customers for coir products

Other Objectives

- To study the preference for different product elements of coir products
- To study the pricing factors of coir products
- To study the promotion elements for coir products

Study-2

Major Objective

To study the impact of Onam Campaign organised from 2nd August to 31st September 2017.

Other Objectives

- To study the effect of advertisement tools used during the campaign
- To study the impact of door to door campaign undertaken as part of Coir Carnival 2017
- To study the sales pattern of coir products pre, post & during the campaign