**IDENTIFY AND ASSESS CUSTOMER NEEDS**

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|  | ***Name/Designation*** | ***Signature*** | ***Date*** |
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**HISTORY OF REVISIONS**

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**IDENTIFY AND ASSESS CUSTOMER NEEDS**

1. **PURPOSE**

To identify and assess the customer needs to minimize discrepancies between the product and needs of the customer as well as to improve performance.

1. **PROCESS TRIGGER**

This process is triggered before the launch of any project into the market.

1. **SCOPE AND APPLICATION**

All VBHC projects

1. **PROCESS OWNER**

Head – Sales & Marketing

1. **PREDECESSOR AND SUCCESSOR PROCESSES**

Successor: Concept Plan (Construction Department)

1. **RESPONSIBILITY AND AUTHORITY**

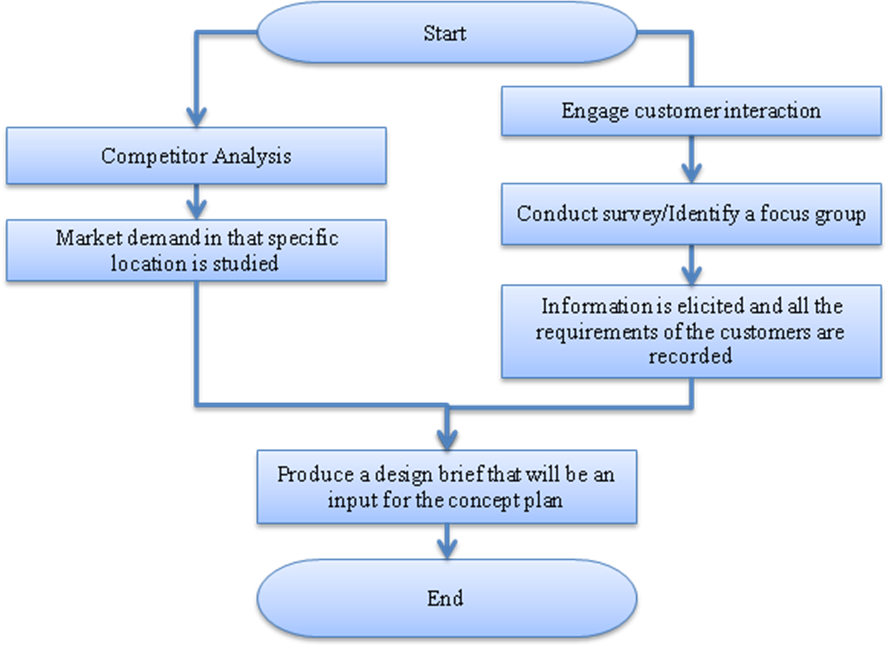
Conducting of enquires with the customer: Sales executive

Market Analysis: Marketing Department

1. **DEFINITIONS & ABBREVIATIONS**

MoEF : Ministry of Environment and Forests

1. **PROCESS FLOW CHART**



1. **PROCESS DESCRIPTION**
   1. The process of identifying the customer’s needs is done by two methods:
   2. ***Market Analysis*** 
      1. Competitor analysis: data from all the other developer’s on-going projects is collected and analyzed:

* Product mix.
* Selling rates
* Location from CBD (Central Business District).
* Amenities and other added features
  + 1. The market demand in that location, is also studied
* Any nearby industries.
* The per capita annual income.
  1. ***Customer Interaction***
     1. A focus group consisting of potential customers in the location is identified and engaged in an interaction with the sales teams or a survey is conducted.
     2. Information including their requirements are elicited and recorded.
  2. All data gathered from these two steps are used to produce a design brief. This serves as an input to the design department for doing the concept plan

1. **EFFECIENCY MEASURE AND EFFECTIVENESS MEASURE**

Efficiency Measure:

Number of days taken to prepare design brief

Effectiveness Measure:

Seeking customer feedback on the design at the sales stage.

1. **RISK ASSOCIATED WITH THE PROCESS**

If the needs and views of the customers are not identified, the design would not be able to cater to the customer’s requirements.

1. **FORMATS FOR MAINTAINING RECORDS GENERATED IN THE PROCESS**

Design Brief

1. **RECORDS**

**ANNEXURE I.**

|  |  |
| --- | --- |
| **Name of Format** | **Code** |
| Design Brief | VBHC/S&M/F/01 |