



MARKET EXPERTISE

You Demand We Deliver

Divestment Study CATI – Hybrid of Qualitative & Quantitative

Number of Interviews - 1000

Objective

The objective of this project was conducting research to understand how firms approach Divestment.

Methodology / Approach

Market Expertise conducted around 1000 interviews within 10 weeks. This is the third consecutive year where we have conducted this study and delivered it successfully within the given timeframe. The project had 7-8 open ended questions.

The Job title targeted were : Directors and Above

The main objectives of the study were :

- ❖ Assessing the companies 'results against expectations' when compared with its major divestment.
- ❖ Understanding the affects of geopolitical shifts on the plans to divest.
- ❖ To identify the top external factors which are preventing the ability to execute divestments.
- ❖ Sector specific analysis on the current and forecasted trends.

Deliverable

The results of the this project was uploaded onto the links provided by the client which was down loadable in MS – Excel format.

The respondent status sheet was delivered to the client at then end of the project.