

Our GWM(Thailand) is looking for supplier who interested to join our Bidding project below. Please contact our Tender Department: Janthima 065-5022656
 You can follow us on GWM Thailand Tender / Facebook. We will update the new bidding information on there.

Bidding Project Information

1. Project Name
ASEAN NCBS 2022 Project
2. Tender Contact
Janthima, TEL:065-5022656, E-mail:Janthima@gwm.co.th
3. Project Overview
NCBS information includes customers' experiences before, during and after vehicle purchase. Examples of NCBS results are purchase reason, demographics and satisfaction/dis-satisfaction on the car. NCBS can effectively conduct quantitative research on consumer profile, purchase journey, using behavior, brand perception and other factors after consumers purchase a new car. It is used to display consumers' experience and consideration process, purchase decision, repurchase intention, rejection reason and recommendation intention of different brands
4. The Bidding Scope
The NCBS will be planned and carried out by an experienced and well-known research firm and will collect the profiles of new car buyers in Thailand, Malaysia, Vietnam, Philippines, and Indonesia, which cover to the GWM-planned market and the future potential market, details are as follows: 1. Segment/Size - CAR-B/C/D, SUV-B/C, PPV(SUV-D), MPV(B/C/D), Pickup 2. Country/Sample size - Thailand N=2500, Malaysia N=1800, Vietnam N=1000. Total samples: 5300 3. Methodology - Quantitative and Qualitative (In-depth interview) 4. Deliverables - Excel, SPSS, PPT, Dashboard
5. Technical Requirements
1. Face-to-Face interview with questionnaire 2. Result data tabulation shall be operated by user-friendly application 3. Deliverables: Excel, SPSS, PPT, Dashboard
6. Supplier Qualification Requirements
ISO 20252:2012 Certified
7. Experience Requirements
NCBS experience for at least 5 years
8. Due Date
1-May-22