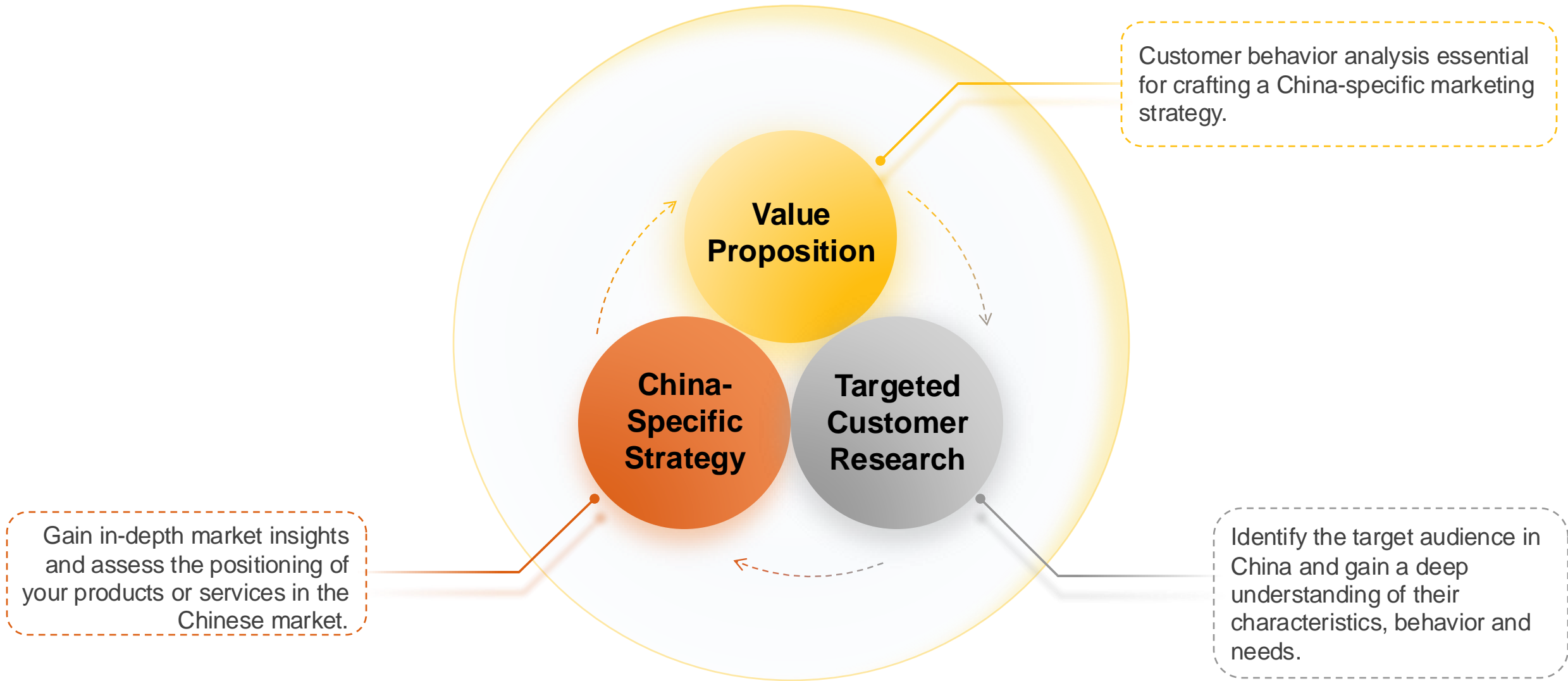
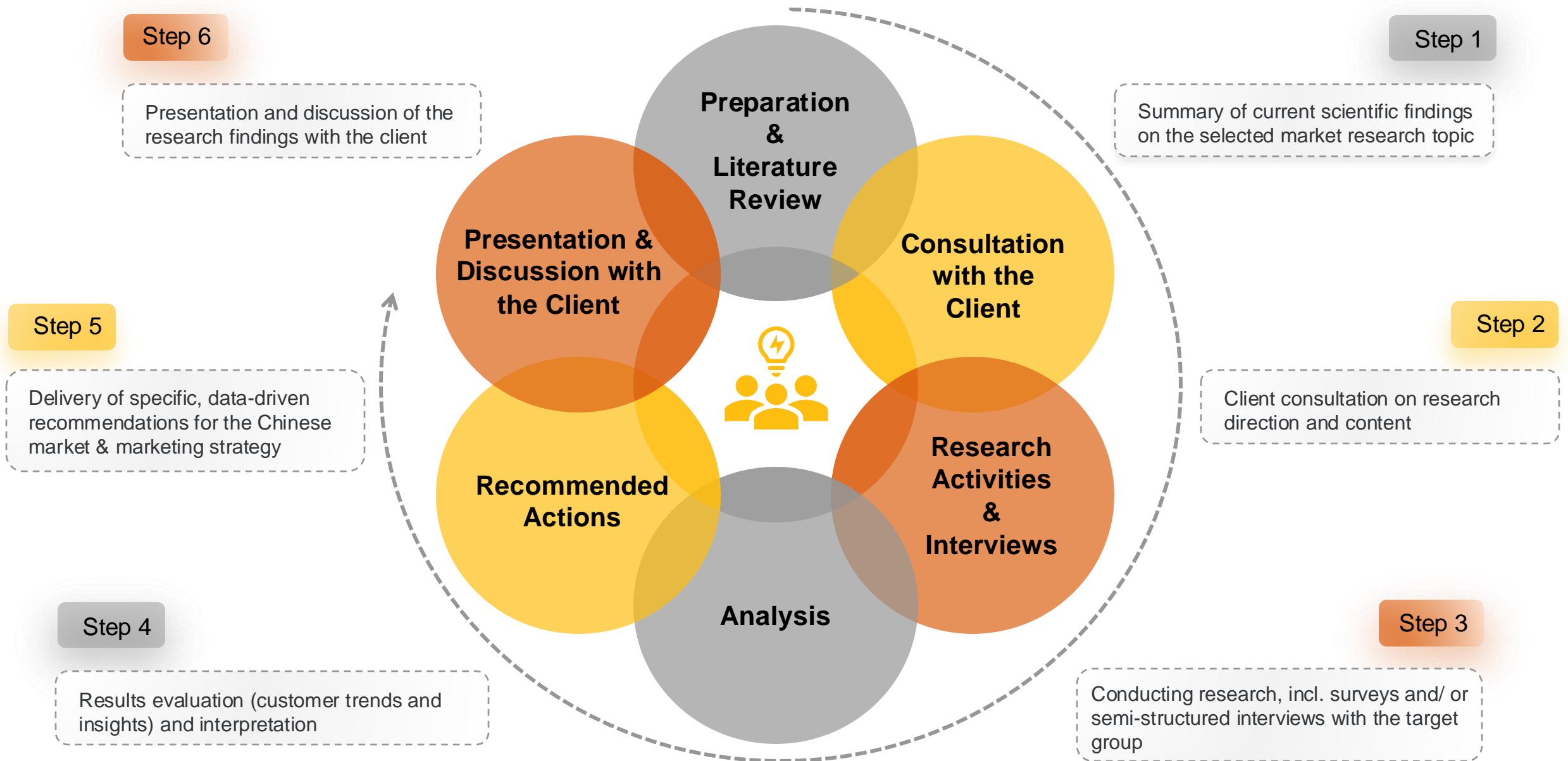


# Understand the Characteristics and Behavior of Your Customers

Gain In-depth Insights for Informed Strategies and Decision-making  
with our Precision Market Research





## Market Trends Knowledge

Stay ahead with up-to-date insights on market dynamics.



## Enhanced Target Audience Understanding

Deepen your knowledge of customer behavior in China.



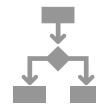
## Strategic Recommendations

Receive actionable recommendations to improve your market positioning and marketing strategy.



## Informed Decision-Making

Make data-driven decisions that align with specific market demands and opportunities.



## Understanding Pet Food Customer Profiles: China vs. Germany

### Customer Characteristics and Behavior Research

#### Objectives:

- Gain insights into the Chinese pet food market and evaluate the client's position in that market.
- Identify the target audience in China, its purchasing behavior and needs in comparison to the target audience in Germany.
- Provide actionable insights for a China-specific marketing strategy.

#### Results:

- Delivered key market trends in the Chinese pet food market.
- Improved the client's understanding of its target audience, its customer characteristics and specific needs.
- Provided the client with 9 action recommendations for the China market.

#### Process:

MFC performed extensive research to evaluate the Chinese pet food market and executed a thorough qualitative study, including detailed literature review, semi-structured interviews, and a comprehensive evaluation of the findings. The results were presented in a detailed report and discussed in depth during a workshop with the client.

