

Dr. D. Yuvaraj has published case study titled "**Exploring Business Opportunities and Customer Awareness in Chandigarh's Travel Industry: A Case Study of Sharma Travels**". This case study is used for first year MBA students for Business Research Methodology course.

#### **CASE STUDY 4**

Chandigarh, a burgeoning cosmopolitan city in northern India, has become a melting pot of diverse cultures and interests as it attracts people from all over the country. With a rise in disposable income, the residents of Chandigarh are increasingly eager to embark on various tours across the nation. In this competitive travel industry, Sharma Travels, a recently established business, envisions substantial growth during the upcoming festive and holiday seasons.

To gauge the potential of the Chandigarh travel market and assess the effectiveness of its advertising strategies, Mr. Sharma, the proprietor of Sharma Travels, has decided to conduct a comprehensive survey. The survey aims to determine the extent of business opportunities in the city and the level of awareness among residents about Sharma Travels. Additionally, Mr. Sharma seeks to gain valuable insights into various aspects of people's travel preferences, including their options, travel frequency, budget considerations, and their satisfaction or dissatisfaction levels with existing travel agencies.

This case study delves into the intricacies of Sharma Travels' quest for expansion and market perception, shedding light on the dynamic and evolving landscape of travel in Chandigarh.

#### **QUESTION**

- 1) You as a student of management research are required to design a detailed questionnaire to satisfy Mr. Sharma's queries on the above mentioned aspects besides other facts, such as demographics etc.
- 2) Which you think might be of additional help to Mr. Sharma in his venture.