

Best Wedding Halls in Gujranwala

Population of the Gujranwala: 1.56 Million (FPCCI)

Literacy Rate: 56.6% (FPCCI)

Unemployment Rate: 7.6% (FPCCI)

Urban Population in Gujranwala District: 2.23m (FPCCI)

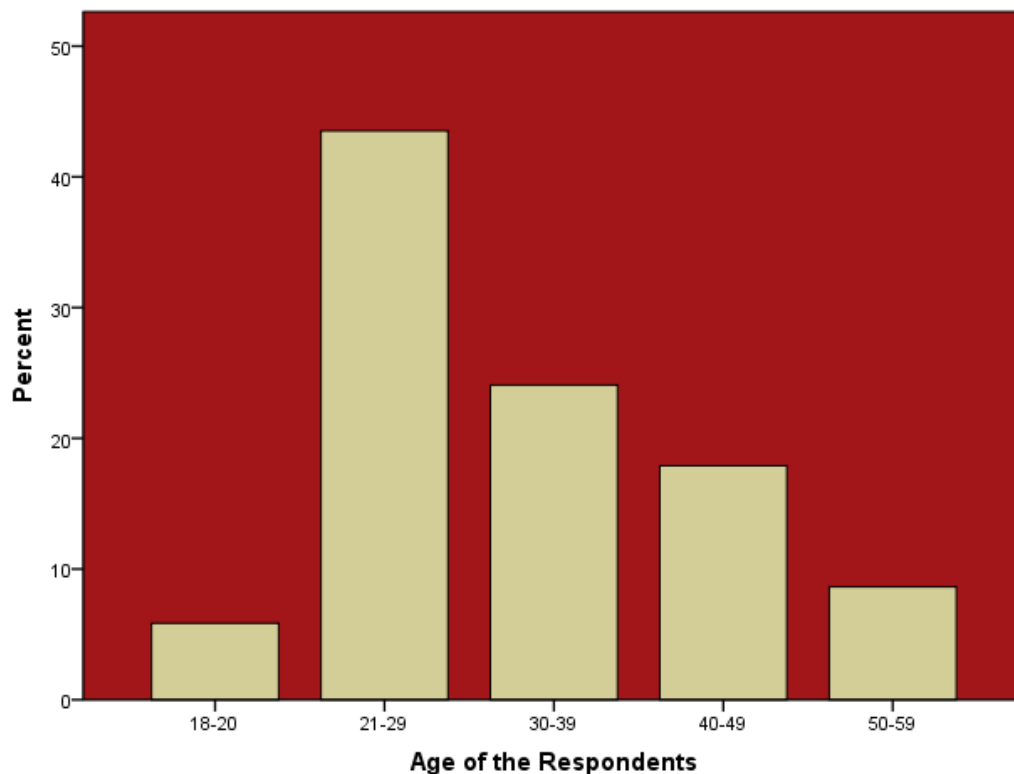
Total Population of Gujranwala District: 4.9m

Gujranwala is an industrial city with some outclass entrepreneurs and massive opportunities. These opportunities are attracting international chains to enter in Gujranwala market as KFC and Pizza Hut are already in this city and McDonalds opening by end of March 2013, which represents potential of growth in Gujranwala.

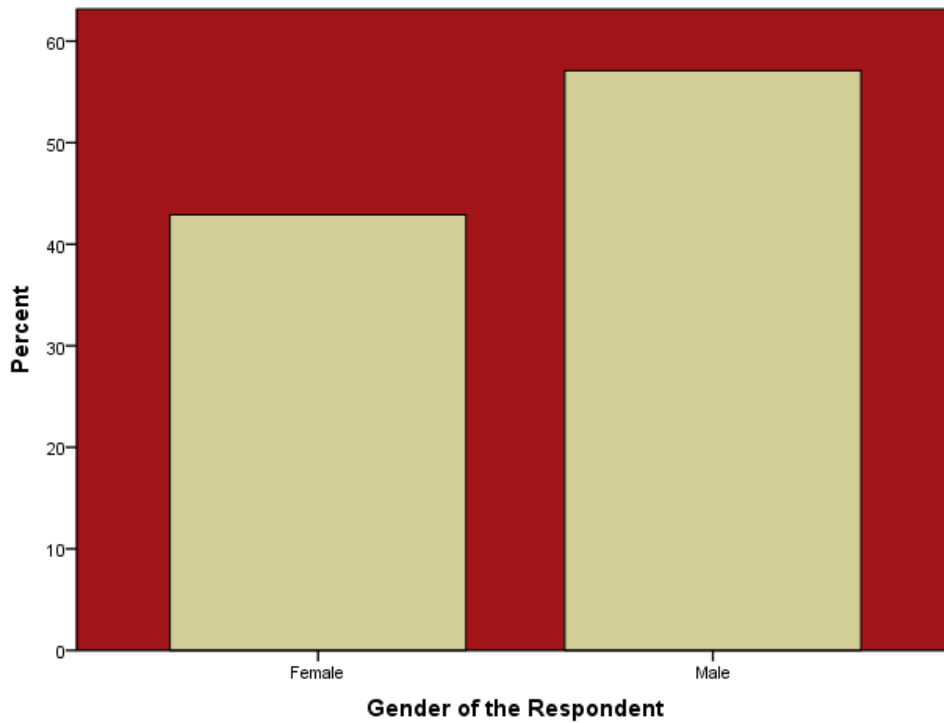
A formal research has been conducted in Gujranwala to find out the general opinion of people regarding *best wedding halls* in the city. Sample has been carefully selected to target the research at A-Category halls. (Please see Exhibit-1 for research plan)

Data has been collected from **384** respondents of Gujranwala. (For details on how sample size has been selected, please See Exhibit-2)

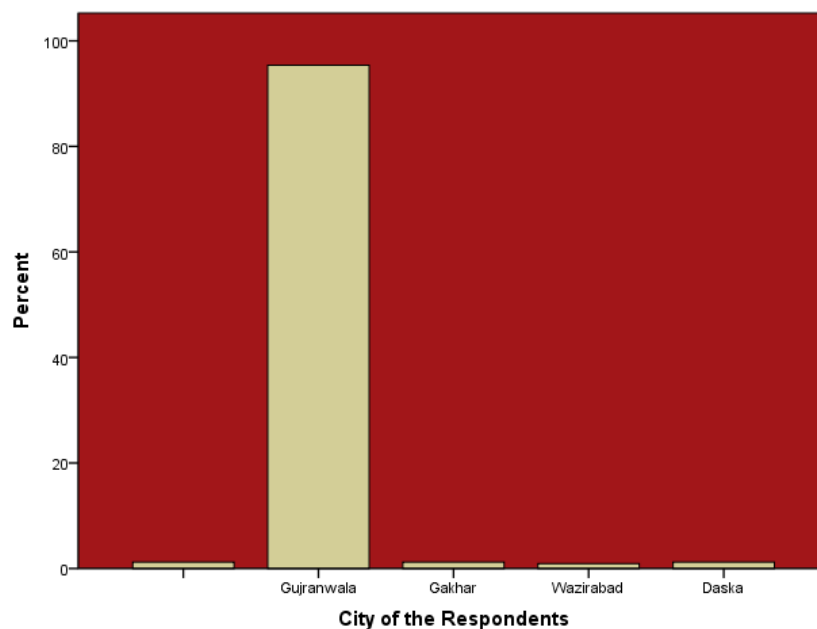
Following are demographics of the respondents;



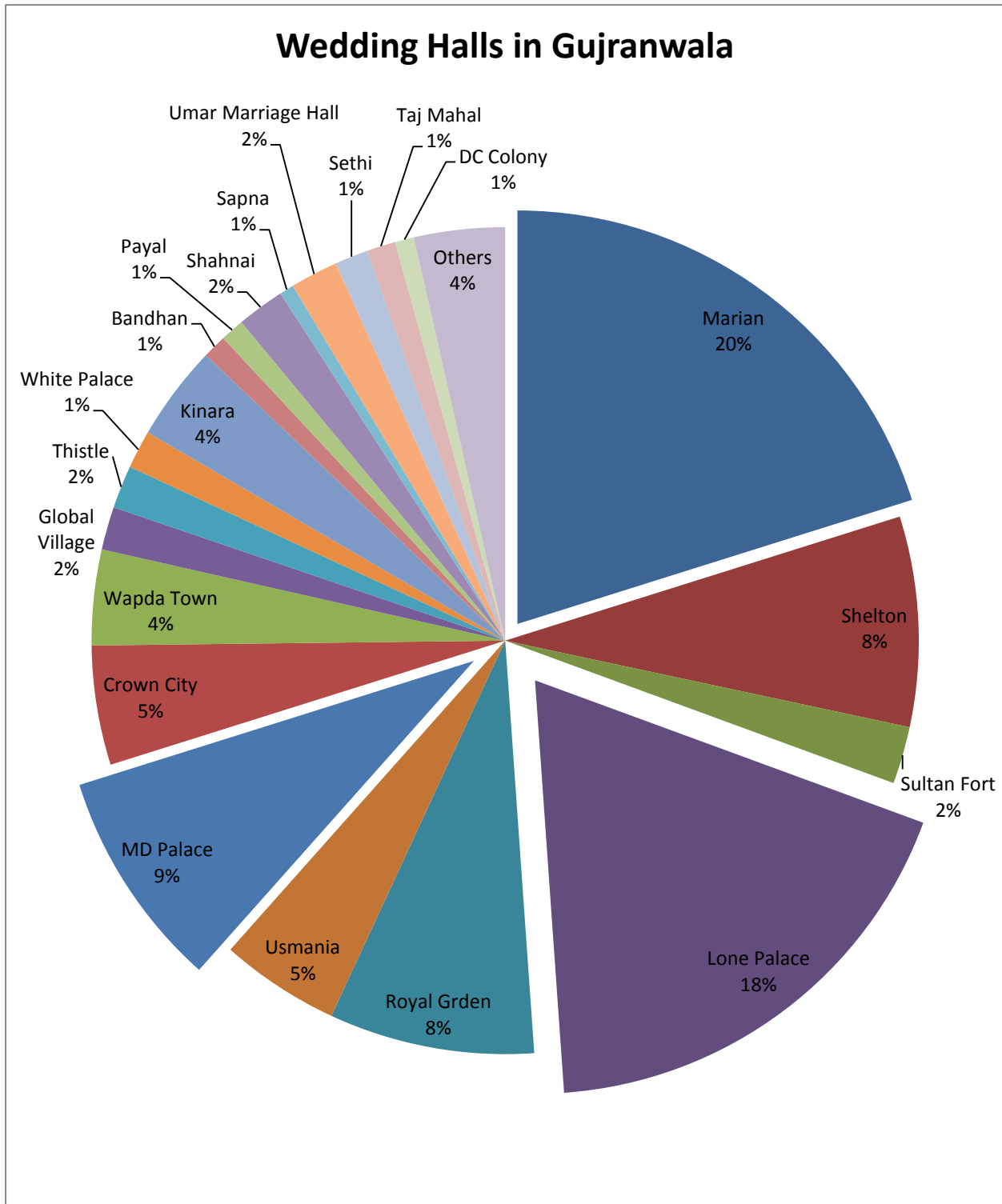
We have carefully selected our respondents to fall in the age bracket of 21-29 because most people get married in this age bracket. And people who can afford Category-A wedding halls usually make decision themselves about which Wedding Hall to book for the ceremony.



As above graph shows that most of our respondents are females, this has been done because females do make decision about wedding hall choice when getting married and they fall in the age-bracket of 21-29 years. Just the perfect time to target when they are planning to get married or recently married..!



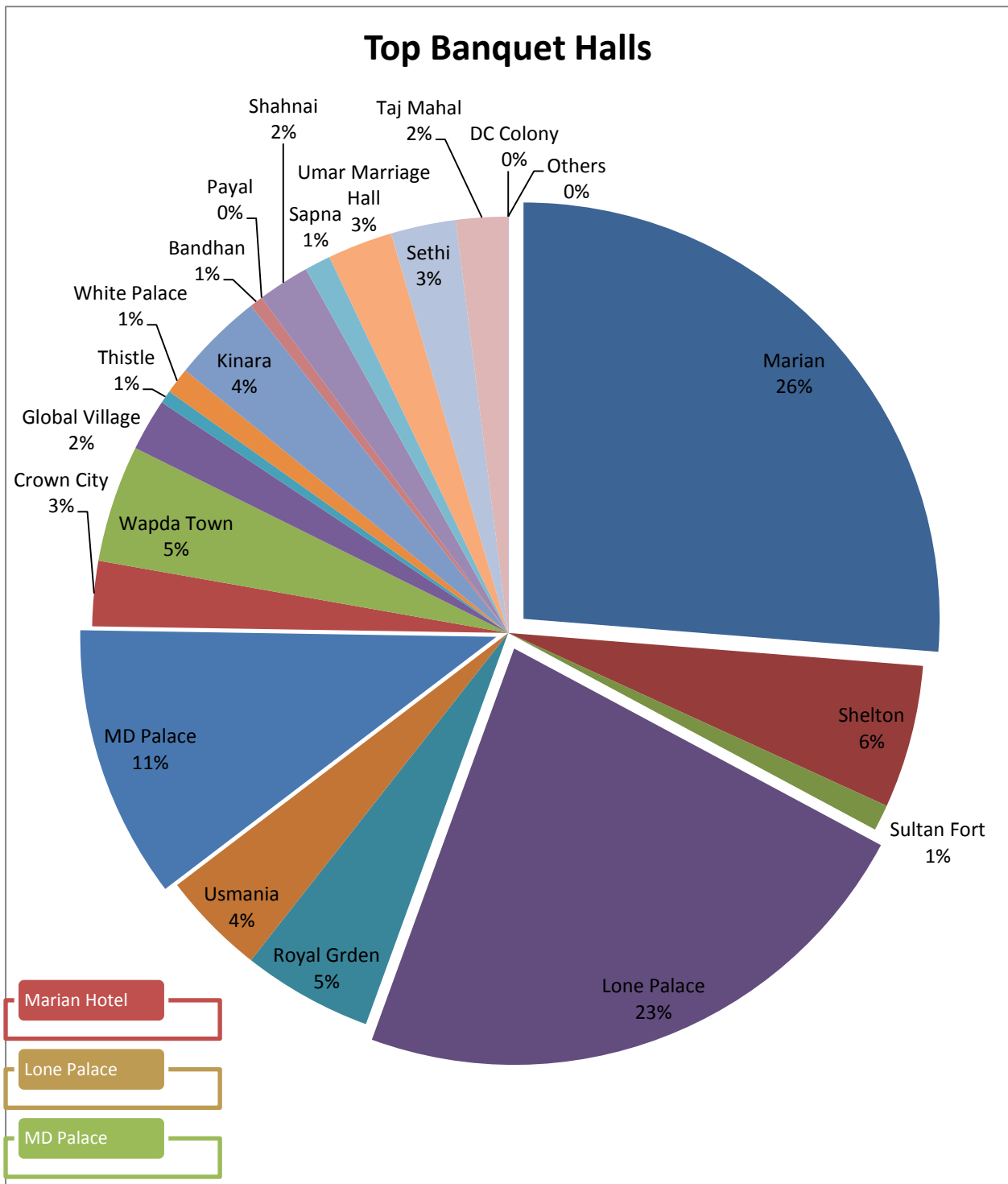
Best Banquet Halls in Gujranwala



Hotels as quoted by respondents in 1st, 2nd or 3rd best category

As the graph shows that 20% the respondents have quoted Marian in 1st, 2nd or 3rd best category. And next to Marian, hotel which has captured mind-share of the respondents is Lone Palace, primarily because of its location. MD Palace is there to impress with 9%, heading against key competitors like Shelton (because of its inter-city location) and Usmania

(because of its more strategic location). This has been evident because of Summer Mela arranged by MD Palace in Summer of 2012 which ultimately worked as key ingredient in fetching mind-share of the respondents.



Hotels which are placed in 1st category by respondents

MD Hotel secured the 1st place but quite interestingly 85% of respondents didn't spelled "Marian" correctly. Hence it is possible that Marian Hotel holding top of the mind awareness because of its peculiar name.

Exhibit-1

1. Project Description:

A formal research has been conducted in Gujranwala to find out the general opinion of people regarding best wedding halls in the city. Sample has been carefully selected to target the research at A-Category halls.

1.1. Research Plan

1.1.1. Data Sources

We have used primary and secondary data sources in our research to collect data. We have primarily collected data from the people who have attended weddings in the halls, planning to get married or got married recently.

Secondary data sources included internet, company reports which covers any consumer or research reports already completed.

1.1.2. Research Approach

Our research approach covered survey research. In survey research we have collected data by developing a survey instrument.

1.1.3 Research Instrument

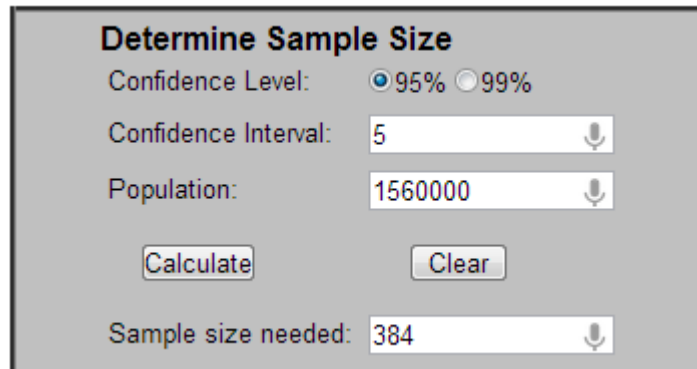
Research instrument used to collect data was a short 5-question survey form. (See Exhibit-3)

1.1.4. Sampling Plan

Sampling Unit	Sample Size	Sampling Procedure
Residents of Gujranwala who can afford weddings in A-Category Halls	384	Cluster Sampling

Exhibit-2) Sample Size

Web: <http://www.surveysystem.com/sscalc.htm>



The screenshot shows a web-based calculator titled "Determine Sample Size". It features the following elements:

- Confidence Level:** Two radio buttons are present, with "95%" selected and "99%" unselected.
- Confidence Interval:** A text input field containing the value "5".
- Population:** A text input field containing the value "1560000".
- Buttons:** Two buttons labeled "Calculate" and "Clear" are positioned below the input fields.
- Result:** A text input field at the bottom labeled "Sample size needed:" containing the value "384".

Screenshot showing sample size of 384 respondents against population of 1.56m people.

Exhibit-3) Questionnaire

Best Places in Gujranwala

The objective of this survey is to document the general perception of people living in Gujranwala about best places in this city. Results of this survey will be available publically on R&A Consultancy website.

1. Which category below includes your age?

- 17 or younger
- 18-20
- 21-29
- 30-39
- 40-49
- 50-59
- 60 or older

2. What is your gender?

- Female
- Male

3. In what city do you live?

4. Which are the best Wedding Halls in Gujranwala? Please rank.

1	<input type="text"/>
2	<input type="text"/>
3	<input type="text"/>

Thanks for participating in this survey. If you want to get notified about its results, Please enter your Email address.



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