



Brand Positioning Strategies of CADOpt Technologies in the Competitive CAD/CAM Market

Monika V^{1*}, Dr. Nafeza Enayathulla²

^{1,2}Department of Management Studies

*Corresponding author

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Abstract

Brand positioning plays a crucial role in enhancing customer perception, market visibility, and competitive advantage in today's highly competitive industrial environment, particularly in the CAD/CAM sector where technological innovation and service quality are key differentiators. This study examines the brand positioning strategies with specific reference to CADOpt Technologies, focusing on how branding influences customer perception, brand awareness, and overall market performance.

The study adopts a descriptive research design using primary data collected through a structured questionnaire from 109 respondents, including employees from sales and technical departments in a B2B organizational context. Statistical tools such as percentage analysis, mean analysis, and correlation analysis were applied using SPSS software for data analysis and interpretation.

The findings indicate that CADOpt Technologies has established a positive brand image through its technological expertise, quality services, and customer-centric approach. The correlation results reveal a strong positive relationship between brand positioning strategies and customer perception, while mean analysis shows a high level of agreement among respondents regarding the effectiveness of branding efforts in improving trust and visibility.

However, the study also identifies challenges such as limited brand awareness in new markets, increasing competition, and the need for stronger digital marketing strategies. These factors may impact the effectiveness of brand positioning. Strengthening digital presence and improving brand communication can enhance customer engagement and market reach.

Keywords: Brand Positioning; Customer Perception; CAD/CAM Industry; Competitive Advantage; Digital Marketing

CHAPTER 1
INTRODUCTION OF THE STUDY

1.1 INTRODUCTION

In the modern business environment, a strong brand is a critical asset that differentiates a company from its competitors and shapes customer perception. Brand positioning plays a key role in determining how effectively an organization attracts and retains customers, especially in competitive industries like CAD/CAM, where similar solutions are widely offered.

The CAD/CAM industry has grown rapidly due to technological advancements, digital transformation, and the rising demand for precision and automation. In this dynamic landscape, companies must focus not only on product quality but also on building a distinct brand identity. Effective brand positioning enables firms to highlight their strengths and gain a competitive advantage.

CADOpt Technologies operates in this sector by providing advanced engineering and digital solutions. To succeed, the company must clearly communicate its value proposition, emphasizing innovation, reliability, technical expertise, and customer-centricity. These factors strongly influence customer perception and trust.

With the growth of digital platforms, branding now extends beyond traditional methods. Websites, social media, and content marketing play a vital role in enhancing visibility, building credibility, and influencing decision-making. A well-positioned brand can improve customer loyalty and overall business performance.

This study examines the brand positioning strategies of CADOpt Technologies and their impact on customer perception and competitive advantage, while also considering employee perspectives. Key elements such as product quality, service delivery, innovation, and customer experience are essential for effective positioning, particularly in B2B markets where trust and long-term relationships are crucial.

However, challenges such as intense competition, evolving customer expectations, and rapid technological changes require continuous adaptation. Overall, strong brand positioning is essential for sustaining growth, enhancing customer engagement, and maintaining a competitive edge in the CAD/CAM industry.

1.2 STATEMENT OF THE PROBLEM

In today's highly competitive CAD/CAM industry, companies are continuously striving to differentiate themselves and establish a strong brand presence in the market. Brand positioning has become a critical factor in influencing customer perception, building trust, and achieving long-term success. However, many organizations face challenges in effectively positioning their brand due to intense competition, rapid technological changes, and evolving customer expectations.

CADOpt Technologies operates in a competitive environment where several established players offer similar CAD/CAM solutions and engineering services. In such a market, simply providing quality services is not sufficient; the company must clearly communicate its value proposition and create a unique identity in the minds of customers.

Despite adopting various marketing and branding strategies, organizations often face issues such as:

- Lack of strong brand awareness in certain market segments
- Difficulty in differentiating from competitors
- Inconsistent brand communication across channels
- Limited digital presence and engagement

Additionally, there may be differences in how employees from sales and technical departments perceive the company's brand positioning strategies. This lack of alignment can impact the effectiveness of branding efforts.

Therefore, there is a need to study how brand positioning strategies influence customer perception and competitive advantage. This study aims to analyze the effectiveness of brand positioning strategies adopted by CADOpt Technologies and identify key challenges and improvement areas.

1.3 OBJECTIVES OF THE STUDY

Primary Objective

- To analyze the brand positioning strategies of CADOpt Technologies in the competitive CAD/CAM market.

Secondary Objectives

- To examine the level of brand awareness among customers and employees
- To identify key factors influencing brand perception
- To evaluate the effectiveness of digital marketing and branding strategies
- To analyze the relationship between brand positioning and customer preference
- To study employee perception towards brand positioning strategies
- To identify challenges faced in implementing branding strategies
- To compare perspectives between sales and technical teams

1.4 SCOPE OF THE STUDY

The scope of the study is designed to provide a comprehensive understanding of brand positioning strategies in the CAD/CAM industry.

- The study focuses on brand positioning strategies adopted by CADOpt Technologies
- It examines how branding influences customer perception and market position
- It includes both sales and technical employees for diverse insights
- It covers digital branding, customer engagement, and service differentiation
- It analyzes competitive positioning within the CAD/CAM market
- The study is limited to a specific organization and may not represent the entire industry

1.5 RESEARCH METHODOLOGY

Research methodology refers to the systematic process used to collect, analyze, and interpret data.

Research Design

- Descriptive Research Design is used
- Helps in understanding brand positioning and perception

Data

Collection

Primary Data

- Collected through structured questionnaires
- Respondents: Sales & Technical employees

Secondary Data

- Company reports
- Research articles
- Websites and journals

Sampling Design

- **Sampling Technique:** Simple Random Sampling
- **Sample Size:** 109 respondents
 - 11 Sales Employees
 - 52 Technical Employees

Statistical Tools Used

- Percentage Analysis
- ANOVA Analysis
- CHI-SQUARE Analysis
- REGRESSION Analysis
- T-TEST Analysis

1.6 LIMITATIONS OF THE STUDY

- Study limited to one company
- Sample size restricted to 109 respondents
- Short duration (3 months)
- Possible respondent bias
- Limited external market data
- Findings may not apply to all CAD/CAM companies

CHAPTER-2
INDUSTRY PROFILE

2.1 INDUSTRY PROFILE

The Business-to-Business (B2B) sector is one of the most important segments of the global economy, involving transactions of products and services between businesses rather than between businesses and individual consumers. This sector includes various industries such as manufacturing, technology, services, and consulting, where organizations rely heavily on strong business relationships and efficient sales processes.

In recent years, the B2B industry has undergone significant transformation due to rapid advancements in digital technologies. Digitalization has changed the way organizations approach business development and sales activities. Traditional methods such as cold calling, face-to-face meetings, and manual record-keeping are gradually being replaced by digital tools and platforms.

Digital business development practices have become an integral part of modern B2B operations. Tools such as Customer Relationship Management (CRM) systems, data analytics, email marketing, and virtual communication platforms are widely used to manage leads, track customer interactions, and improve sales efficiency. These tools help organizations streamline their processes, enhance customer engagement, and make data-driven decisions.

The growth of the B2B sector is closely linked with the adoption of digital technologies. Organizations are increasingly investing in digital infrastructure to improve productivity and gain a competitive advantage. The demand for efficient and scalable business development practices has led to the widespread use of automation and digital platforms.

In India, the B2B sector is growing rapidly, driven by industrial expansion, increasing digital adoption, and globalization. Cities like Bengaluru, Chennai, Mumbai, and Hyderabad are emerging as major hubs for B2B activities, especially in technology and service-based industries. The increasing focus on digital transformation has encouraged organizations to adopt innovative tools and strategies to improve their sales performance.

Overall, digital business development practices are playing a crucial role in shaping the future of B2B sales. Organizations that effectively leverage digital tools are better positioned to improve their performance, strengthen customer relationships, and achieve long-term growth.

MARKET SIZE IN INDIA

The Indian business environment has been experiencing rapid digital transformation, particularly in the Business-to-Business (B2B) sector. The increasing adoption of digital technologies has significantly contributed to the growth of digital business development practices across industries. Organizations are investing heavily in digital tools such as Customer Relationship Management (CRM) systems, automation platforms, and data analytics to enhance their sales performance and business operations.

India's digital economy is expected to grow substantially in the coming years, driven by increased internet penetration, rising use of smartphones, and advancements in technology. The B2B e-commerce market in India is projected to reach **US\$ 200 billion by 2030**, reflecting strong growth potential and increased reliance on digital platforms for business transactions.

The demand for digital business development tools is also increasing due to the need for efficient lead management, improved customer engagement, and data-driven decision-making. Organizations are shifting from traditional sales approaches to digital platforms to remain competitive in the market. This shift has led to increased investments in digital infrastructure and technologies.

Major cities such as **Bengaluru, Chennai, Mumbai, and Hyderabad** are emerging as key hubs for B2B operations and digital transformation. These cities host a large number of technology-driven organizations that are actively adopting digital business development practices to improve their performance.

The growth of industries such as Information Technology (IT/ITES), manufacturing, and services has further accelerated the adoption of digital tools. The IT sector, in particular, plays a significant role in driving digital transformation by providing innovative solutions that support business development and sales activities.

Furthermore, the increasing focus on automation and artificial intelligence is expected to enhance the efficiency of digital business development practices. Organizations are leveraging these technologies to analyze customer data, predict trends, and improve decision-making processes.

Overall, the market for digital business development practices in India is expanding rapidly, supported by technological advancements, increasing digital adoption, and the growing need for efficient sales strategies. This growth highlights the importance of digital tools in improving business performance and achieving long-term organizational success.

INVESTMENTS/DEVELOPMENTS

The Indian business environment has witnessed significant growth in digital transformation in recent years, particularly in the B2B sector. Organizations are increasingly investing in digital business development tools and technologies to improve efficiency, customer engagement, and sales performance. The growing demand for automation, data analytics, and digital platforms has led to increased investments in digital infrastructure.

According to industry reports, digital transformation spending in India is expected to grow rapidly, driven by the need for organizations to adopt advanced technologies and remain competitive in the global market. Businesses are focusing on tools such as Customer Relationship Management (CRM) systems, cloud computing, artificial intelligence, and data analytics to streamline their operations and enhance decision-making.

Foreign Direct Investment (FDI) in the technology and digital services sector has also shown consistent growth over the years, reflecting increasing confidence among global investors in India's digital ecosystem. The rise of startups and technology-driven companies has further accelerated investments in digital platforms and business development practices.

Some of the major investments and developments in this sector are as follows:

- There has been a significant increase in investments in digital tools and platforms used for business development, including CRM systems, automation software, and analytics tools.
- Organizations are increasingly adopting cloud-based solutions to improve scalability, flexibility, and cost efficiency.
- The growth of artificial intelligence (AI) and machine learning (ML) technologies is enhancing customer insights and improving sales forecasting capabilities.

- Many companies are investing in digital communication platforms such as virtual meeting tools and collaboration software to improve customer interaction and internal coordination.
- The rise of B2B e-commerce platforms has transformed traditional business transactions, enabling organizations to reach a wider audience and generate leads more effectively.
- Technology-driven sectors such as IT/ITES, manufacturing, and services are leading the adoption of digital business development practices.
- Major metropolitan cities such as Bengaluru, Mumbai, Chennai, and Hyderabad continue to attract significant investments in digital infrastructure and business development technologies.
- Both domestic and international investors are showing increased interest in India's digital ecosystem due to its strong growth potential and expanding market.
- Government initiatives promoting digitalization and technological advancement are further supporting investments in digital business development practices.
- Increasing demand for efficient sales processes and customer engagement is driving organizations to adopt innovative digital solutions.

2.2 COMPANY PROFILE



In today's rapidly evolving digital landscape, organizations require innovative and efficient technological solutions to stay competitive and achieve business growth. CADOPT Technologies is a company that focuses on providing advanced digital and engineering solutions to support businesses in enhancing their operational efficiency and performance.

CADOPT Technologies specializes in delivering solutions related to Computer-Aided Design (CAD), engineering services, and digital transformation. The company plays a crucial role in supporting businesses by offering tools and services that improve productivity, streamline workflows, and enhance overall business development activities.

With a strong presence in the B2B sector, CADOPT Technologies caters to various industries by providing customized solutions that meet specific business requirements. The company focuses on integrating modern digital tools and platforms to help organizations manage their operations more effectively and improve customer engagement.

CADOPT Technologies emphasizes the use of digital business development practices such as CRM systems, digital communication platforms, and data-driven strategies to enhance sales performance. By adopting these practices, the company ensures efficient lead management, improved client interaction, and better decision-making processes.

The organization is known for its commitment to quality, innovation, and customer satisfaction. It continuously invests in advanced technologies and skilled professionals to deliver reliable and efficient solutions. CADOPT Technologies also focuses on building long-term relationships with clients by understanding their needs and providing tailored services.

With the growing demand for digital transformation, CADOPT Technologies is expanding its capabilities and strengthening its position in the market. The company's focus on innovation, technology adoption, and customer-centric approach makes it a key player in supporting digital business development in B2B organizations.

SERVICES OFFERED BY CADOPT TECHNOLOGIES

CADOPT Technologies offers a wide range of solutions designed to support businesses in improving their operational efficiency and enhancing digital business development practices. The company focuses on delivering innovative and technology-driven services tailored to meet the needs of B2B organizations.

The major services offered by the company are as follows:

- **CAD Design and Engineering Services**

CADOPT provides advanced Computer-Aided Design (CAD) solutions that help organizations in designing, drafting, and engineering processes with high precision and efficiency.

- **Digital Business Development Solutions**

The company supports organizations in adopting digital tools and platforms to improve lead generation, customer engagement, and sales performance.

- **Customer Relationship Management (CRM) Solutions**

CADOPT assists businesses in implementing and managing CRM systems to track customer interactions, manage leads, and enhance client relationships.

- **Automation and Workflow Optimization**

The company offers automation solutions that reduce manual work, improve productivity, and streamline business operations.

- **Training and Technical Support**

CADOPT provides training programs and technical support to help employees effectively use digital tools and improve their performance.

KEY FEATURES OF SERVICES

The services provided by CADOPT Technologies are characterized by the following features:

- Use of advanced and modern digital tools
- Customized solutions based on client requirements
- Improved efficiency and productivity
- Real-time data tracking and analysis
- Enhanced customer communication and engagement
- Reduction in manual effort and operational costs

ONGOING AND FUTURE DEVELOPMENTS

CADOPT Technologies is continuously evolving to meet the changing demands of the digital business environment. The company focuses on innovation and expansion to strengthen its position in the market.

The key ongoing and future developments include:

- Adoption of Artificial Intelligence (AI) and data analytics for better decision-making
- Expansion of digital business development tools and platforms
- Enhancing CRM capabilities for improved customer management
- Development of more automated and user-friendly solutions

CHAPTER 3
REVIEW OF LITERATURE

3.1 INTRODUCTION

Brand positioning plays a critical role in determining how a company is perceived in a highly competitive and technology-driven market such as CAD/CAM. In industries dealing with advanced engineering software, the ability to differentiate a brand based on value, innovation, reliability, and customer support is essential.

In the context of **CADOpt Technologies**, brand positioning is influenced by various factors such as digital marketing practices, customer relationship management, technological adoption, training, and service quality. This chapter reviews existing literature related to digital transformation, CRM, brand positioning, sales performance, and customer engagement to provide a theoretical foundation for the study.

3.2 Customer Relationship Management and Brand Positioning

Studies by **Jayachandran, Sharma, Kaufman, and Raman (2005)** emphasized the importance of Customer Relationship Management (CRM) systems in enhancing organizational performance. CRM systems help organizations collect and analyze customer data, thereby improving customer understanding and personalization.

Payne and Frow (2005) further highlighted that strategic implementation of CRM strengthens customer relationships and improves long-term retention. In the CAD/CAM market, where customer relationships are long-term and service-oriented, CRM plays a significant role in positioning a brand as reliable and customer-centric.

For CADOpt Technologies, effective CRM practices can enhance brand image by ensuring timely communication, better service delivery, and continuous customer engagement. This ultimately contributes to stronger brand loyalty and competitive advantage.

3.3 Digital Transformation and Market Positioning

Järvinen and Taiminen (2016) explored how digital transformation influences B2B marketing strategies. Their findings suggest that digital tools such as marketing automation, email campaigns, and analytics significantly improve lead generation and customer engagement.

Tiago and Veríssimo (2014) also found that digital platforms expand market reach and improve customer acquisition efficiency. In the CAD/CAM industry, digital presence through websites, webinars, and online demos plays a vital role in shaping brand perception.

For CADOpt Technologies, adopting digital marketing strategies can enhance visibility in the competitive CAD/CAM market. A strong digital presence helps position the company as innovative and technologically advanced.

3.4 Technology Adoption and Brand Perception

Fred D. Davis (1989) introduced the Technology Acceptance Model (TAM), which explains that perceived usefulness and ease of use influence technology adoption. Venkatesh and Bala (2008) extended this model by including organizational support as a key factor.

In the CAD/CAM sector, where complex software solutions are involved, ease of use and proper training significantly affect customer perception. If users find the software easy to learn and efficient, it positively impacts the brand image.

For CADOpt Technologies, ensuring that their solutions are user-friendly and supported by training programs can strengthen their positioning as a customer-friendly and efficient brand.

3.5 Sales Force Automation and Productivity

Rapp, Ahearne, Mathieu, and Rapp (2010) examined the impact of sales force automation on performance. The study found that digital sales tools improve efficiency, productivity, and customer responsiveness.

Moncrief (2005) also highlighted that digital tools reduce sales cycle time by improving communication, tracking, and follow-ups. In a technical market like CAD/CAM, faster response time and efficient service are crucial for winning and retaining customers.

For CADOpt Technologies, implementing advanced sales tools can improve customer interaction and strengthen their brand positioning as a responsive and professional organization.

3.6 Digital Content Marketing and Brand Awareness

Holliman and Rowley (2014) emphasized that digital content marketing is highly effective in B2B environments. Informative content such as blogs, case studies, and technical videos helps in generating quality leads and building trust.

Brodie et al. (2011) further confirmed that digital engagement enhances customer relationships and brand loyalty. In the CAD/CAM market, customers often rely on technical content before making purchasing decisions.

For CADOpt Technologies, creating high-quality technical content can position the brand as an expert and thought leader in the industry.

3.7 Role of Data Analytics in Strategic Positioning

Thomas Davenport and Jeanne Harris (2007) highlighted the importance of data analytics in improving decision-making and forecasting accuracy. Data-driven strategies enable organizations to understand customer behavior and market trends.

In the CAD/CAM industry, analytics can be used to track customer usage patterns, preferences, and feedback. This helps in refining products and services, thereby improving brand perception.

CADOpt Technologies can leverage analytics to enhance customer satisfaction and position itself as a data-driven and innovative company.

3.8 Training, Skills, and Employee Performance

Ahearne et al. (2010) emphasized that digital skills and training significantly influence employee productivity. **Salas et al. (2012)** also found that structured training programs improve performance and technology adoption.

Albert Bandura (1977) introduced the concept of self-efficacy, which states that employee confidence plays a crucial role in performance. Employees who are well-trained and confident can deliver better customer service, thereby enhancing brand image.

For CADOpt Technologies, investing in employee training can improve service quality and strengthen brand positioning.

3.9 Virtual Selling and Modern Sales Practices

Singh et al. (2020) studied virtual selling and found that it improves flexibility and reduces operational costs while maintaining sales performance. Digital communication tools enable companies to reach customers across geographical boundaries.

Trainor et al. (2014) also highlighted that digital communication enhances responsiveness and customer engagement.

For CADOpt Technologies, adopting virtual selling strategies can expand market reach and position the brand as modern and adaptable.

3.10 Organizational Support and Change Management

Eisenberger et al. (1986) highlighted that perceived organizational support increases employee commitment and confidence. **Oreg (2003)** identified resistance to change as a major barrier in technology adoption.

Piercy (2009) emphasized that poor integration of digital tools can negatively impact usability and employee acceptance.

For CADOpt Technologies, providing strong organizational support and ensuring smooth integration of technologies is essential for successful brand positioning.

3.11 Competitive Advantage through Digital Technologies

Michael Porter and James Heppelmann (2014) explained how digital technologies create competitive advantage by enhancing product value and operational efficiency.

In the CAD/CAM market, companies that adopt advanced technologies and provide superior solutions gain a competitive edge.

For CADOpt Technologies, leveraging innovative technologies can help differentiate the brand and establish a strong market position.

3.12 Summary of Literature Review

The review of literature highlights several key factors influencing brand positioning in the CAD/CAM market:

- Effective CRM systems enhance customer relationships and brand loyalty
- Digital transformation improves visibility and market reach
- Technology adoption depends on ease of use, usefulness, and organizational support
- Sales automation increases efficiency and customer responsiveness
- Content marketing builds trust and brand authority
- Data analytics improves decision-making and customer understanding
- Training and employee skills enhance service quality
- Virtual selling expands market reach
- Organizational support reduces resistance to change
- Digital technologies create sustainable competitive advantage

Overall, the literature indicates that successful brand positioning in the CAD/CAM industry requires a combination of technology, customer-centric strategies, and continuous innovation. These insights provide a strong foundation for analyzing the brand positioning strategies of CADOpt Technologies.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION OF SALES DEPARTMENT

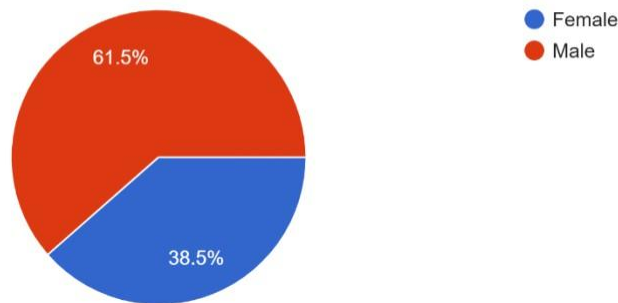
4.1 PERCENTAGE ANALYSIS

Table No.4.1.1 Gender of the Respondents

S.NO	PARTICULARS	NO. OF RESPONDANTS	PERCENTAGE%
1	MALE	67	61.5%
2	FEMALE	42	38.5%
	TOTAL	109	100%

Chart No. 4.1.1 Gender of the Respondents

Gender
109 responses



INFERENCE:

The table and chart illustrate the gender distribution of respondents in the study. It is evident that male respondents constitute the majority, accounting for 61.5% of the total sample, while female respondents make up 38.5%. This indicates a higher level of participation from male respondents compared to female respondents in the context of the study.

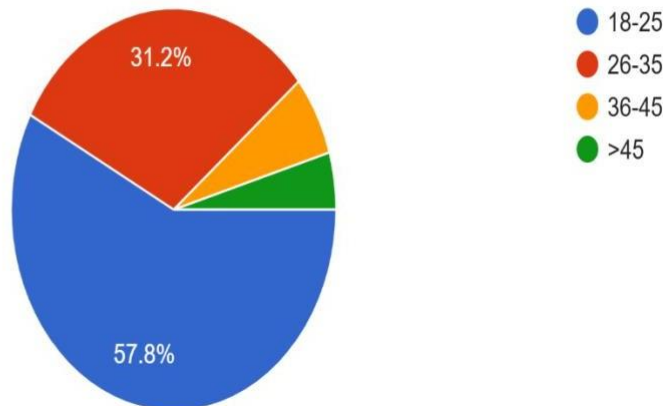
Table No.4.1.2 Age of the respondents

SNO.	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE(%)
1	18-25	63	57.8%
2	26-35	34	31.2%
3	36-45	7	6.4%
4	>45	5	4.6%
	TOTAL	109	100%

Chart No.4.1.2 Age of the respondents

Age

109 responses



INFERENCE:

The table and chart present the age distribution of respondents. It is observed that the majority of respondents belong to the 18–25 age group, accounting for 57.8% of the total sample. This is followed by respondents in the 26–35 age group at 31.2%. A smaller proportion of respondents fall within the 36–45 age group (6.4%), while only 4.6% are above 45 years. This indicates that the study is largely dominated by younger respondents.

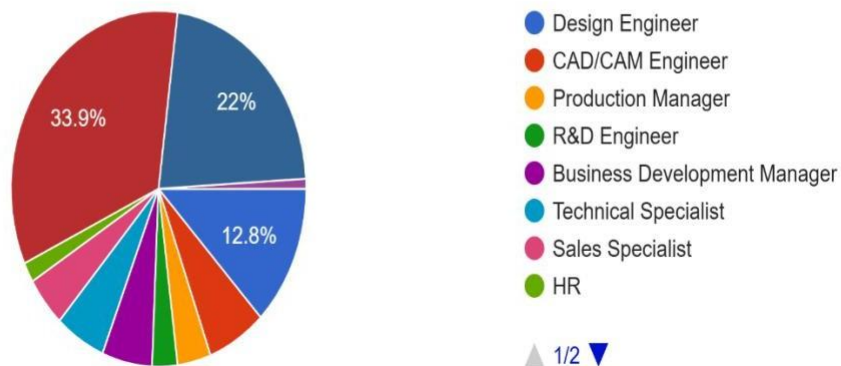
Table No. 4.1.3 Designation of the Respondents in the Organization

S.No	PARTICULARS	NUMBER OF REpondENTS	PERCENTAGE (%)
1	DESIGN ENGINEER	14	12.8%
2	CAD/CAM ENGINEER	7	6.4%
3	PRODUCTION MANAGER	4	3.7%
4	R&D ENGINEER	3	2.8%
5	BUSINESS DEVELOPMENT MANAGER	6	5.5%
6	TECHNICAL SPECIALIST	6	5.5%
7	HR	2	1.8%
8	STUDENT	37	33.9%
9	PURCHASE PROCUREMENT	1	0.9%
10	OTHER	24	22%
TOTAL	109	100%	

Chart No.4.1.4 Current Role of Respondents:

What is your designation in your organization?

109 responses



INFERENCE:

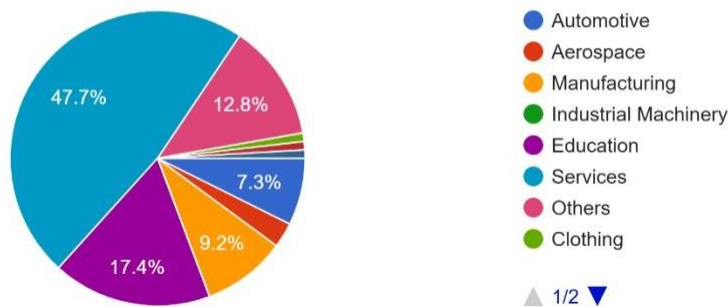
The table and chart present the designation of respondents in their organization. It is observed that the majority of respondents are students, accounting for 33.9% of the total sample. This is followed by respondents categorized under other roles at 22%. Among professional roles, Design Engineers constitute 12.8%, while CAD/CAM Engineers account for 6.4%. Business Development Managers and Technical Specialists each represent 5.5% of the respondents. Production Managers (3.7%) and R&D Engineers (2.8%) form a smaller proportion, while HR (1.8%) and Purchase/Procurement (0.9%) have minimal representation. This indicates that the study includes a diverse mix of respondents, with a significant proportion from academic backgrounds along with various technical and managerial roles.

Table No. 4.1.5 Industry of the Respondents' Organization

SNO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE(%)
1	Automotive	8	7.3%
2	Aerospace	3	2.8%
3	Manufacturing	10	9.2%
4	Industrial Machinery	0	0%
5	Education	19	17.4%
6	Services	52	47.7%
7	Others	14	12.8%
8	Clothing	1	0.9%
9	Analyst	1	0.9%
10	Tech	1	0.9%

Chart No. 4.1.5 Industry of the Respondents' Organization

Which industry does your organization belong to?
 109 responses



Inference:

The table and chart illustrate the industry distribution of the respondents' organizations. It is observed that the majority of respondents belong to the services sector, accounting for 47.7% of the total sample. This is followed by the education sector at 17.4% and other industries at 12.8%. The manufacturing sector represents 9.2%, while the automotive industry accounts for 7.3% of the respondents. A smaller

proportion is seen in aerospace (2.8%), clothing (0.9%), analyst (0.9%), and tech (0.9%) sectors, while no respondents belong to the industrial machinery sector. This indicates that the study is largely dominated by respondents from the service and education sectors, with relatively lower representation from other industries.

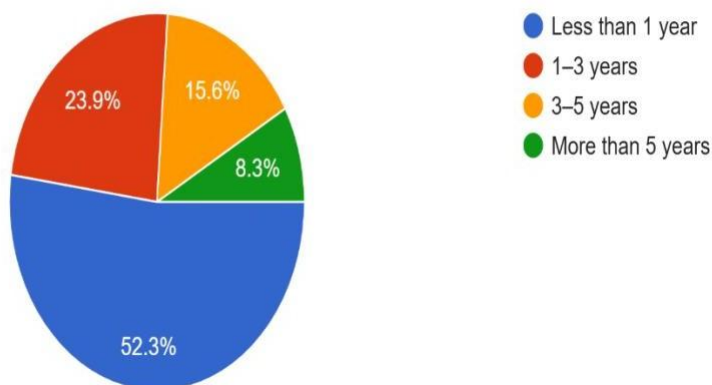
Table No. 4.1.6 Duration of Using CAD/CAM Software by the Respondents

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE%
1	LESS THAN 1YEAR	57	52.3%
2	1 TO 3	26	23.9%
3	3 TO 5	17	15.6%
4	MORE THAN 5YEARS	9	8.3%

Chart No. 4.1.6 Duration of Using CAD/CAM Software by the Respondents

How long have you been using CAD/CAM software?

109 responses



INFERENCE:

The table and chart depict the duration of usage of CAD/CAM software among respondents. It is observed that the majority of respondents, accounting for 52.3%, have been using CAD/CAM software for less than 1 year. This is followed by 23.9% of respondents who have 1 to 3 years of experience, and 15.6% with 3 to 5 years of experience. A smaller proportion of respondents, 8.3%,

have more than 5 years of experience. This indicates that most respondents are relatively new users of CAD/CAM software, with fewer highly experienced users in the study.

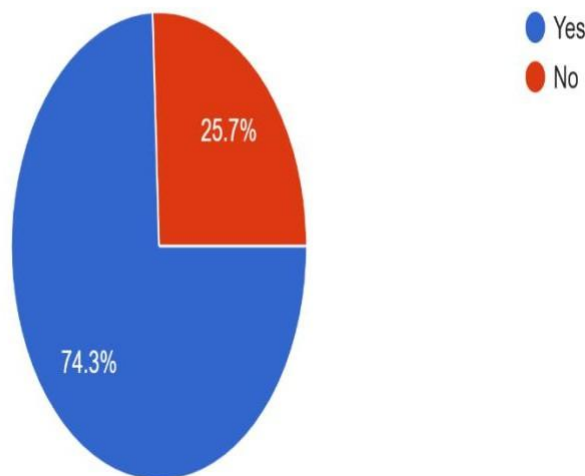
Table No. 4.1.7 Awareness of CADOpt Technologies among Respondents

SNO.	PARTICULARS	NUMBERS OF RESPONDENTS	PERCENTAGE%
1	YES	81	74.3%
2	NO	28	25.7%

Chart No. 4.1.7 Awareness of CADOpt Technologies among Respondents

Are you aware of CADOpt Technologies?

109 responses



INFERENCE:

The table and chart illustrate the level of awareness of CADOpt Technologies among respondents. It is observed that a majority of respondents, accounting for 74.3%, are aware of CADOpt Technologies, while 25.7% of respondents are not aware of the company. This indicates a relatively high level of awareness among the respondents, although a notable proportion still lacks awareness.

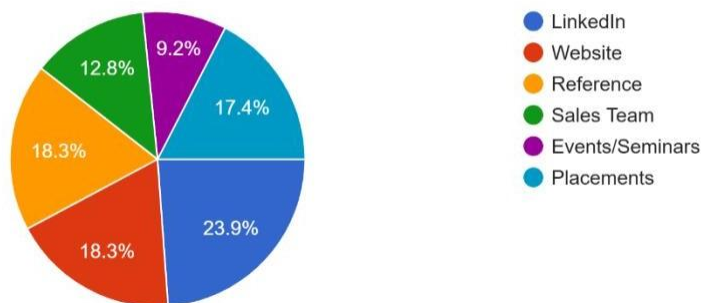
Table No. 4.1.8 Source of Awareness of CADOpt Technologies among Respondents

SNO.	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE%
1	LINKEDIN	26	23.9%
2	WEBSITE	20	18.3%
3	REFERENCE	20	18.3%
4	SALES TEAMS	14	12.8%
5	EVENTS/WEBINARS	10	9.2%
6	PLACEMENTS	19	17.4%

Chart No. 4.1.8 Source of Awareness of CADOpt Technologies among Respondents

How did you first hear about CADOpt Technologies?

109 responses



INFERENCE:

The table and chart illustrate the sources through which respondents first became aware of CADOpt Technologies. It is observed that LinkedIn is the most common source of awareness, accounting for 23.9% of the respondents. This is followed by the company’s website and references, each contributing 18.3%. Placements account for 17.4% of awareness, while sales teams contribute 12.8%. Events and webinars represent the least common source at 9.2%. This indicates that digital platforms and professional networks play a significant role in creating awareness, along with institutional and personal references.

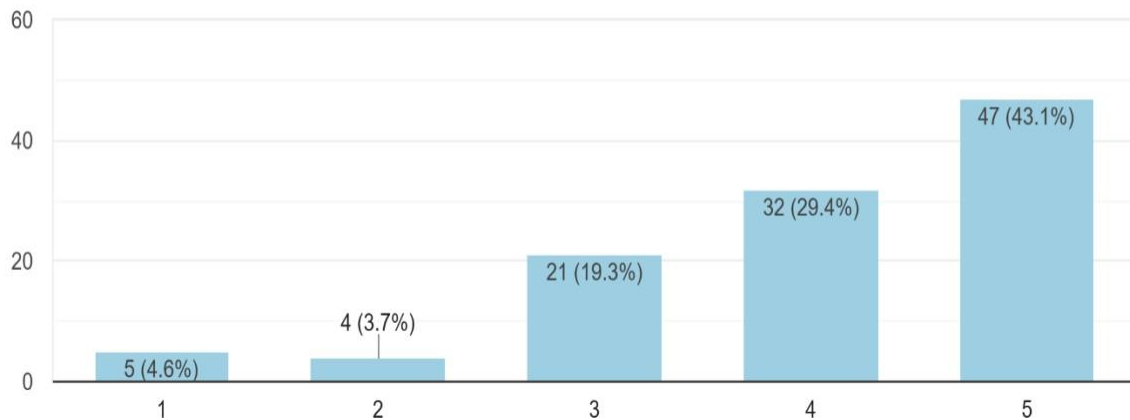
Table No. 4.1.9 Rating of CADOpt’s Brand Visibility in the CAD/CAM Market

Sno.	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE%
1	VERY LOW	5	4.6%
2	LOW	4	3.7%
3	NEUTRAL	21	19.3%
4	HIGH	32	29.4%
5	VERY HIGH	47	43.1%

Chart No. 4.1.9 Rating of CADOpt’s Brand Visibility in the CAD/CAM Market

How would you rate CADOpt’s brand visibility in the CAD/CAM market?

109 responses



INFERENCE:

The table and chart present respondents’ ratings of CADOpt’s brand visibility in the CAD/CAM market. It is observed that the majority of respondents perceive the brand visibility as very high, accounting for 43.1% of the total sample. This is followed by 29.4% of respondents who rate it as high. A moderate proportion of respondents (19.3%) have a neutral opinion, while only a small percentage rate it as low

(3.7%) and very low (4.6%). This indicates that CADOpt Technologies has a strong brand visibility in the CAD/CAM market, with most respondents holding a positive perception.

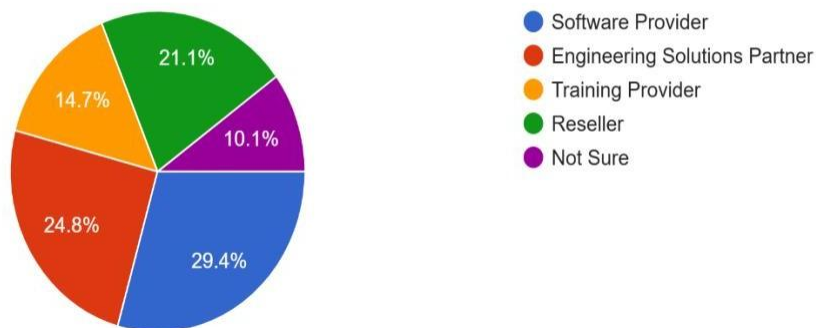
Table No. 4.1.10 First Impression of CADOpt Technologies among Respondents

SNO.	PARTICULARS	NUMBERS OF RESPONDENTS	PERCENTAGE%
1	SOFTWARE PROVIDER	32	29.4%
2	ENGINEERING SOLUTIONS PARTNER	27	24.8%
3	TRAINING PROVIDER	16	14.7%
4	RESELLER	23	21.1%
5	NOT SURE	11	10.1%

Chart No. 4.1.10 First Impression of CADOpt Technologies among Respondents

When you think of CADOpt Technologies, what comes to your mind first?

109 responses



INFERENCE:

The table and chart illustrate the first impression that comes to respondents' minds about CADOpt Technologies. It is observed that the majority of respondents perceive CADOpt Technologies as a

software provider, accounting for 29.4% of the total sample. This is followed by 24.8% of respondents who view it as an engineering solutions partner and 21.1% who consider it as a reseller. A smaller proportion of respondents associate the company with training services (14.7%), while 10.1% are not sure about their perception. This indicates that CADOpt Technologies is primarily recognized for its software offerings, along with its role as an engineering solutions provider.

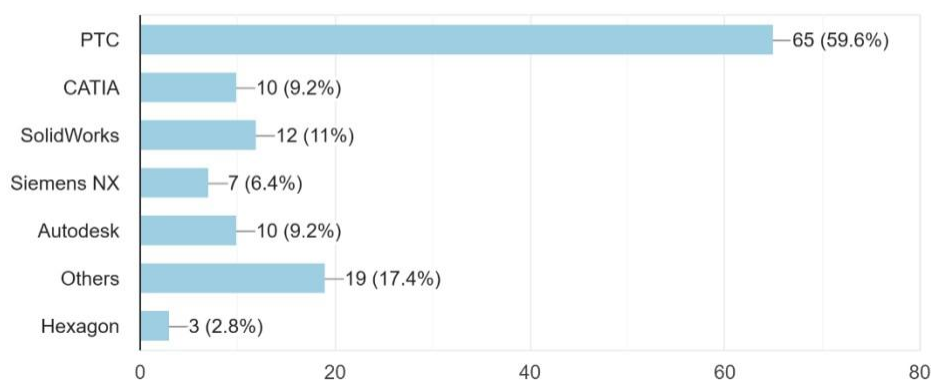
Table No. 4.1.11 CAD/CAM Brands Currently Used by the Respondents

SNO.	PARTICULARE	NO.OF RESPONDENTS	PERCENTAGE%
1	PTC	65	59.6%
2	CATIA	10	9.2%
3	SOLIDWORKS	12	11%
4	SIEMENS NX	7	6.4%
5	AUTODESK	10	9.2%
6	OTHERS	19	17.4%
7	HEXAGON	3	2.8%

Chart No. 4.1.11 CAD/CAM Brands Currently Used by the Respondents

Which CAD/CAM brands are you currently using?

109 responses



INFERENCE:

The table and chart illustrate the CAD/CAM brands currently used by the respondents. It is observed

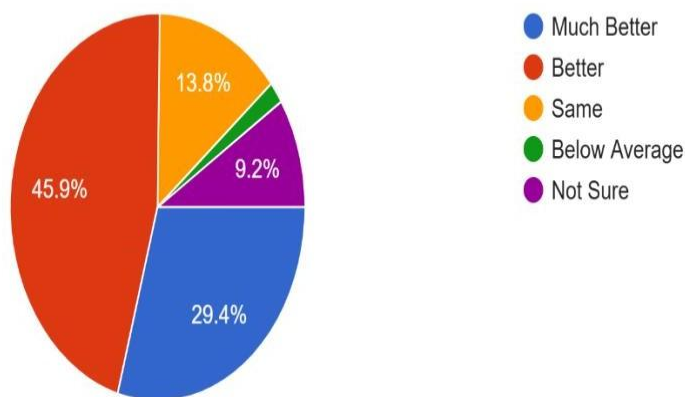
that the majority of respondents use PTC software, accounting for 59.6% of the total sample. This is followed by SOLIDWORKS at 11% and both CATIA and Autodesk at 9.2% each. Siemens NX is used by 6.4% of the respondents, while Hexagon has the least usage at 2.8%. Additionally, 17.4% of respondents use other CAD/CAM software. This indicates that PTC dominates the usage among respondents, with other brands having comparatively lower adoption.

Table No. 4.1.12 Comparison of CADOpt with Other CAD/CAM Solution Providers

SNO.	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE%
1	MUCH BETTER	32	29.4%
2	BETTER	50	45.9%
3	SAME	15	13.8%
4	BELOW AVERAGE	2	1.8%
5	NOT SURE	10	9.2%

Chart No. 4.1.12 Comparison of CADOpt with Other CAD/CAM Solution Providers

How do you compare CADOpt with other CAD/CAM solution providers?
 109 responses



INFERENCE:

The table and chart present respondents’ comparison of CADOpt with other CAD/CAM solution providers. It is observed that the majority of respondents perceive CADOpt positively, with 45.9% rating it as better and 29.4% as much better than other providers. A moderate proportion of respondents

(13.8%) consider it to be the same as others, while only a small percentage rate it as below average (1.8%). Additionally, 9.2% of respondents are not sure about the comparison. This indicates that CADOpt is generally viewed favorably in comparison to its competitors.

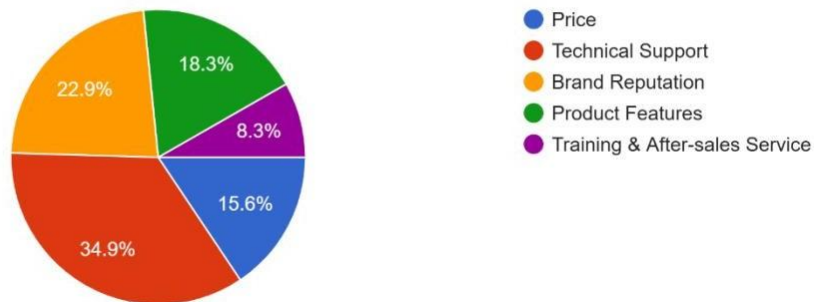
Table No. 4.1.13 Factors Influencing the Choice of CAD/CAM Solution Provider

SNO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE%
1	PRICE	17	15.6%
2	TECHNICAL SUPPORT	38	34.9%
3	BRAND REPUTATIONS	25	22.9%
4	PRODUCT FEATURES	20	18.3%
5	TRAINING & AFTER SALES SERVICES	9	8.3%

Chart No. 4.1.13 Factors Influencing the Choice of CAD/CAM Solution Provider

What factor influences your choice of CAD/CAM solution provider the most?

109 responses



INFERENCE:

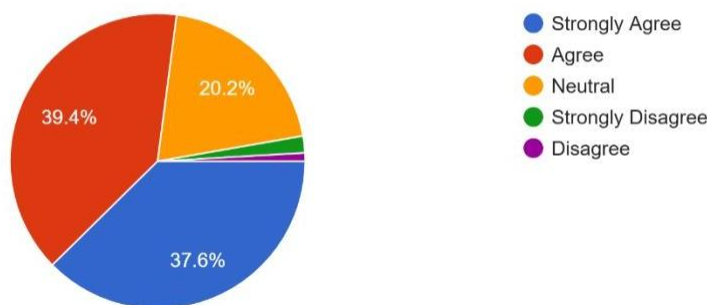
The table and chart illustrate the key factors influencing the choice of a CAD/CAM solution provider among respondents. It is observed that technical support is the most significant factor, accounting for 34.9% of the total responses. This is followed by brand reputation at 22.9% and product features at 18.3%. Price influences 15.6% of the respondents, while training and after-sales services are considered the least important factor at 8.3%. This indicates that respondents prioritize reliable technical support and brand credibility over cost and additional services when selecting a CAD/CAM solution provider.

Table No. 4.1.14 Perception of CADOpt’s Pricing Competitiveness among Respondents

SNO.	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE%
1	STRONGLY AGREE	41	37.6%
2	AGREE	43	39.4%
3	NEUTRAL	22	20.2%
4	STRONGLY DISAGREE	2	1.8%
5	DISAGREE	1	0.9%

Chart No. 4.1.14 Perception of CADOpt’s Pricing Competitiveness among Respondents

Do you believe CADOpt offers competitive pricing compared to other providers?
 109 responses



INFERENCE:

The table and chart illustrate respondents’ perception of CADOpt’s pricing competitiveness compared to other providers. It is observed that the majority of respondents have a positive opinion, with 39.4% agreeing and 37.6% strongly agreeing that CADOpt offers competitive pricing.

A moderate proportion

of respondents (20.2%) remain neutral, while only a very small percentage disagree (0.9%) or strongly disagree (1.8%). This indicates that CADOpt’s pricing is generally perceived as competitive and favorable among most respondents.

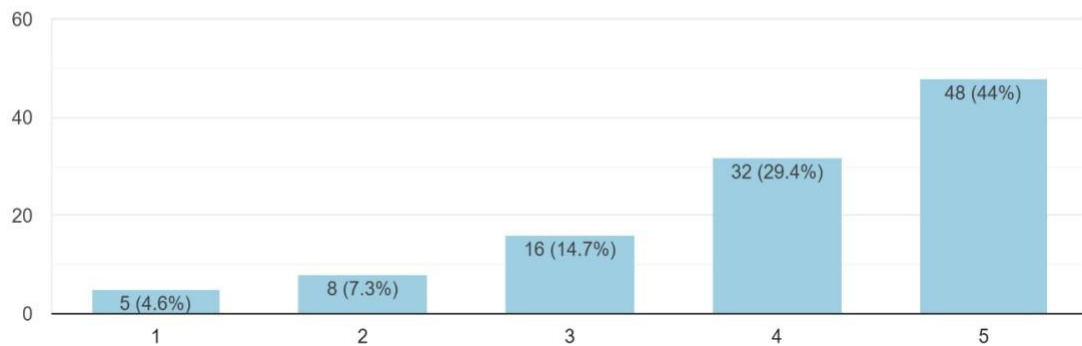
Table No. 4.1.15 Rating of CADOpt’s Technical Expertise

SNO.	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE%
1	VERY LOW	5	4.6%
2	LOW	8	7.3%
3	NEUTRAL	16	14.7%
4	HIGH	32	29.4%
5	VERY HIGH	48	44%

Chart No. 4.1.15 Rating of CADOpt’s Technical Expertise

How would you rate CADOpt’s technical expertise?

109 responses



INFERENCE:

The table and chart present respondents’ ratings of CADOpt’s technical expertise. It is observed that the majority of respondents perceive the technical expertise as very high, accounting for 44% of the total

sample. This is followed by 29.4% of respondents who rate it as high. A moderate proportion (14.7%) remain neutral, while a smaller percentage rate it as low (7.3%) and very low (4.6%). This indicates that CADOpt is widely recognized for its strong technical expertise, with most respondents holding a positive perception.

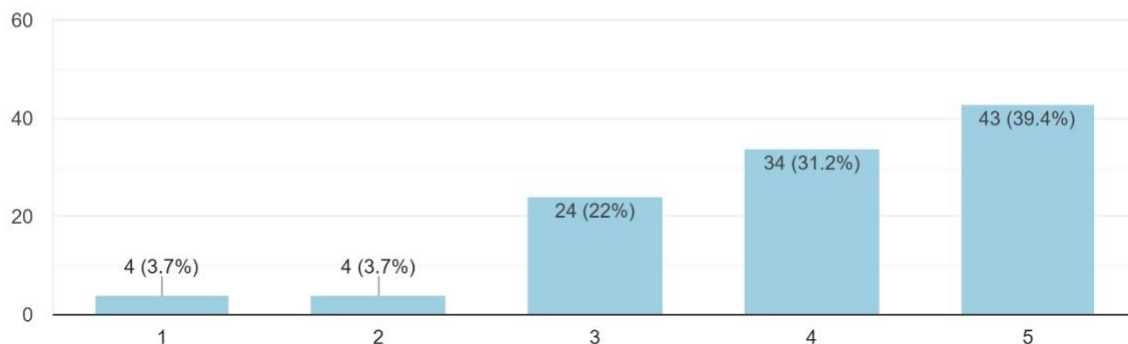
Table No. 4.1.16 Level of Satisfaction with CADOpt’s Customer Support

SNO.	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE%
1	VERY LOW	4	3.7%
2	LOW	4	3.7%
3	NEUTRAL	24	22%
4	HIGH	34	31.2%
5	VERY HIGH	43	39.4%

Chart No. 4.1.16 Level of Satisfaction with CADOpt’s Customer Support

How satisfied are you with CADOpt’s customer support?

109 responses



INFERENCE:

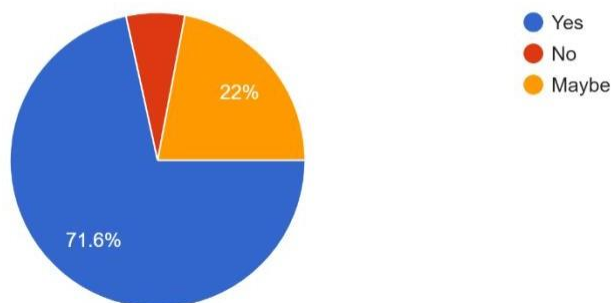
The table and chart illustrate the level of satisfaction with CADOpt’s customer support among respondents. It is observed that the majority of respondents express a high level of satisfaction, with 39.4% rating it as very high and 31.2% as high. A moderate proportion of respondents (22%) remain neutral, while only a small percentage rate it as low (3.7%) and very low (3.7%). This indicates that CADOpt’s customer support is generally well-received, with most respondents having a positive level of satisfaction.

Table No. 4.1.17 Perception of CADOpt as a Long-Term Technology Partner

SNO.	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE%
1	YES	78	71.6%
2	NO	7	6.4%
3	MAYBE	24	22%

Chart No. 4.1.17 Perception of CADOpt as a Long-Term Technology Partner

Do you perceive CADOpt as a long-term technology partner?
 109 responses



INFERENCE:

The table and chart illustrate respondents’ perception of CADOpt as a long-term technology partner. It is observed that the majority of respondents, accounting for 71.6%, believe that CADOpt can be

considered a long-term technology partner. A smaller proportion of respondents (22%) are uncertain and have selected “maybe,” while only 6.4% do not perceive CADOpt in this way. This indicates a strong level of trust and confidence among respondents in considering CADOpt as a reliable long-term partner.

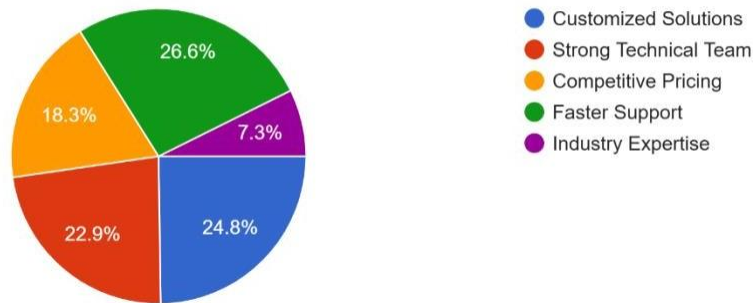
Table No. 4.1.18 Factors Differentiating CADOpt from Competitors

SNO.	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE%
1	CUSTOMIZED SOLUTIONS	27	24.8%
2	STRONG TECHNICAL TEAM	25	22.9%
3	COMPETITIVE PRICING	20	18.3%
4	FASTER SUPPORT	29	26.6%
5	INDUSTRY EXPERTISE	8	7.3%

Chart No. 4.1.18 Factors Differentiating CADOpt from Competitors

What differentiates CADOpt from competitors?

109 responses



INFERENCE:

The table and chart illustrate the key factors that differentiate CADOpt from its competitors. It is observed that faster support is the most significant differentiating factor, accounting for 26.6% of the responses. This is followed by customized solutions at 24.8% and a strong technical team at 22.9%. Competitive pricing accounts for 18.3% of the responses, while industry expertise is considered the least differentiating factor at 7.3%. This indicates that responsiveness, tailored solutions, and technical strength are the primary aspects that set CADOpt apart from its competitors.

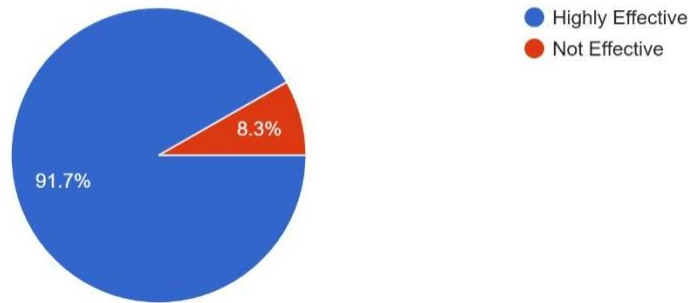
Table No. 4.1.19 Effectiveness of CADOpt’s Marketing Efforts

SNO.	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE%
1	HIGHLY EFFECTIVE	100	91.7%
2	NOT EFFECTIVE	9	8.3%

Chart No. 4.1.19 Effectiveness of CADOpt’s Marketing Efforts

How effective are CADOpt’s marketing efforts (LinkedIn, Webinars, calls, etc.)?

109 responses



INFERENCE:

The table and chart illustrate respondents’ views on the effectiveness of CADOpt’s marketing efforts. It is observed that a significant majority of respondents, accounting for 91.7%, consider the marketing efforts to be highly effective, while only 8.3% perceive them as not effective. This indicates that CADOpt’s marketing strategies, including platforms such as LinkedIn, webinars, and calls, are highly successful in reaching and influencing the target audience.

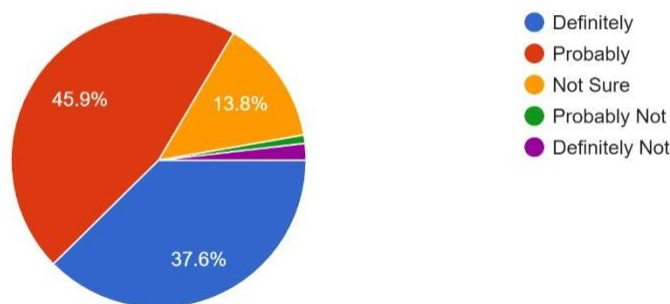
Table No. 4.1.20 Willingness to Recommend CADOpt Technologies

SNO.	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE%
1	DEFINITELY	41	37.6%
2	PROBABLY	50	45.9%
3	NOT SURE	15	13.8%
4	PROBABLY NOT	1	0.9%
5	DEFINITELY NOT	2	1.8%

Chart No. 4.1.20 Willingness to Recommend CADOpt Technologies

Would you recommend CADOpt Technologies to others?

109 responses



INFERENCE:

The table and chart illustrate respondents’ willingness to recommend CADOpt Technologies to others. It is observed that the majority of respondents show a positive inclination, with 45.9% stating they would probably recommend and 37.6% indicating they would definitely recommend the company. A moderate proportion of respondents (13.8%) are not sure, while only a very small percentage express negative intentions, with 0.9% probably not recommending and 1.8% definitely not recommending. This indicates a high level of customer satisfaction and a strong likelihood of positive word-of-mouth for CADOpt Technologies.

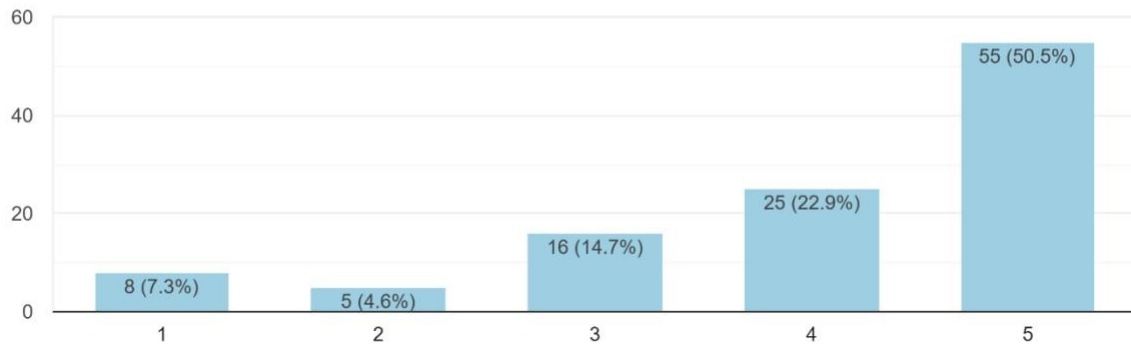
Table No. 4.1.21 Likelihood of Continuing with CADOpt Technologies

SNO.	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE%
1	VERY UNLIKELY	8	7.3%
2	UNLIKE	5	4.6%
3	NEUTRAL	16	14.7%
4	LIKELY	25	22.9%
5	VERY LIKELY	55	50.5%

Chart No. 4.1.21 Likelihood of Continuing with CADOpt Technologies

How likely are you to continue working with CADOpt?

109 responses



INFERENCE:

The table and chart illustrate respondents’ likelihood of continuing to work with CADOpt Technologies. It is observed that the majority of respondents show a strong positive intention, with 50.5% indicating they are very likely and 22.9% likely to continue working with the company. A moderate proportion (14.7%) remain neutral, while a smaller percentage express negative intentions, with 4.6% unlikely and 7.3% very unlikely. This indicates a high level of customer retention potential and overall satisfaction with CADOpt Technologies.

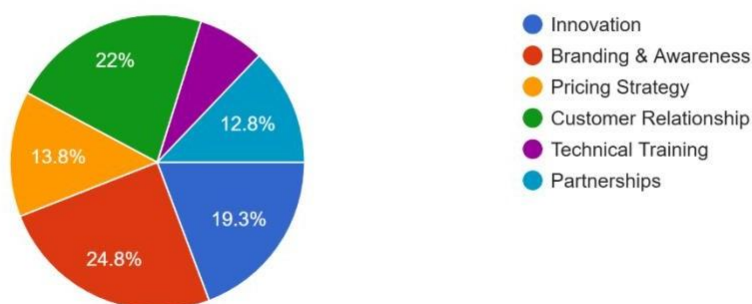
Table No. 4.1.22 Areas of Focus for Strengthening CADOpt’s Position in the CAD/CAM Market.

SNO.	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE%
1	INNOVATION	21	19.3%
2	BRANDING & AWARENESS	27	24.8%
3	PRICING STRATEGY	15	13.8%

4	CUSTOMER RELATIONSHIP	24	22%
5	TECHNICAL TRAINING	8	7.3%
6	PARTNERSHIPS	14	12.8%

Chart No. 4.1.22 Areas of Focus for Strengthening CADOpt’s Position in the CAD/CAM Market

In your opinion, what should CADOpt focus on to strengthen its position in the CAD/CAM market?
 109 responses



INFERENCE:

The table and chart illustrate the key areas respondents believe CADOpt should focus on to strengthen its position in the CAD/CAM market. It is observed that branding and awareness is the most important area, accounting for 24.8% of the responses. This is followed by customer relationship at 22% and innovation at 19.3%. Pricing strategy accounts for 13.8%, while partnerships contribute 12.8%.

Technical training is considered the least important factor at 7.3%. This indicates that improving market visibility, strengthening customer relationships, and fostering innovation are the primary areas CADOpt should focus on to enhance its competitive position.

4.2.1. ONEWAY ANOVA ANALYSIS

Descriptives

CAD_SOFTWARE

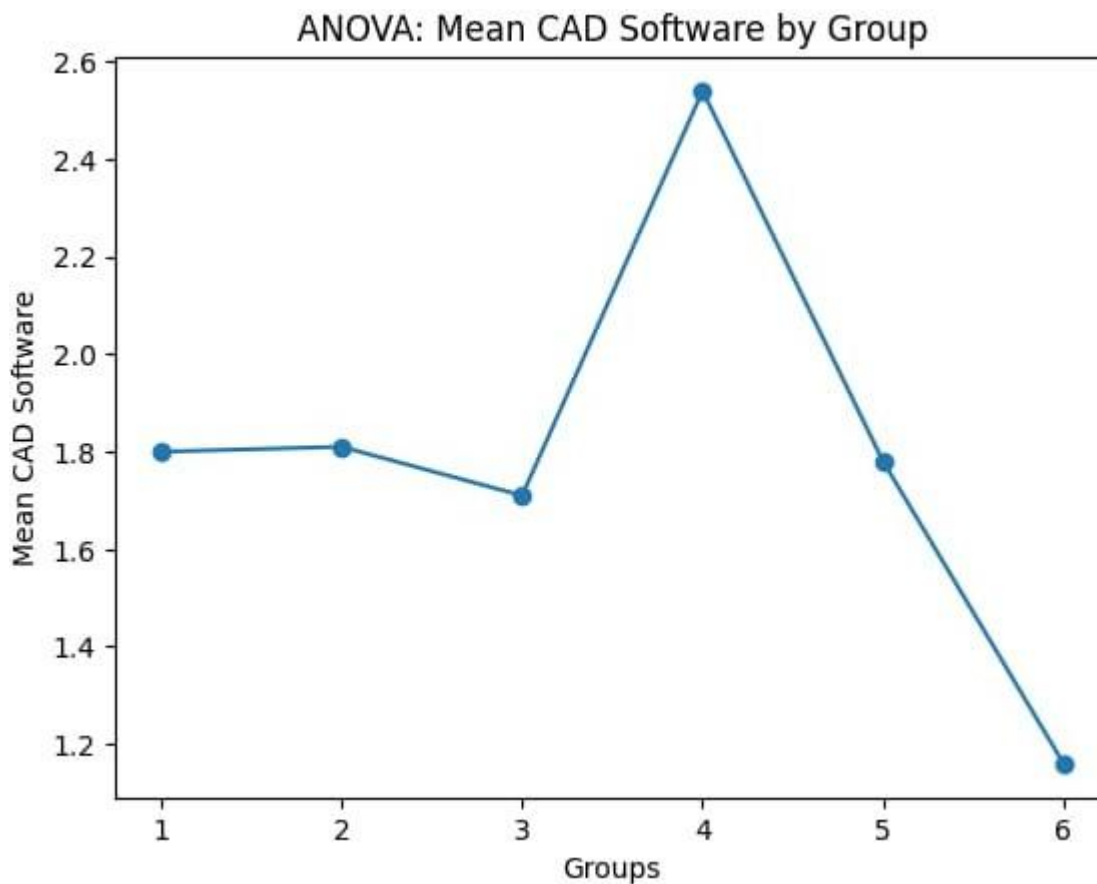
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	25	1.80	.957	.191	1.40	2.20	1	4
2	16	1.81	1.109	.277	1.22	2.40	1	4
3	17	1.71	.849	.206	1.27	2.14	1	4
4	13	2.54	.877	.243	2.01	3.07	1	4
5	9	1.78	.833	.278	1.14	2.42	1	3
6	19	1.16	.688	.158	.83	1.49	1	4
Total	99	1.76	.959	.096	1.57	1.95	1	4

ANOVA

CAD_SOFTWARE

	Sum of Squares	df	Mean Squares	F	Sig.
Between Groups	14.902	5	2.980	3.682	.004
Within Groups	75.280	93	.809		
Total	90.182	98			

Graph



INTERPRETATION:

The ANOVA test shows a statistically significant difference among groups ($p = 0.004$). This indicates that not all group means are equal.

At least one group differs significantly in CAD software usage.

Group 4 has the highest mean, while Group 6 has the lowest mean, showing variation. Further post-hoc tests are needed to identify exactly which groups differ.

INFERENCE:

Since the p-value (0.004) is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted, indicating that there is a significant difference among the groups in CAD software usage.

4.2.2. CHI-SQUARE ANALYSIS

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
CAD_SOFTWARE * CADOPT_TECHNOLOGIES	99	100.0%	0	0.0%	99	100.0%

CAD_SOFTWARE * CADOPT_TECHNOLOGIES Crosstabulation

Count

		CADOPT_TECHNOLOGIES						Total
		1	2	3	4	5	6	
CAD_SOFTWARE	1	13	9	8	1	4	18	53
	2	5	3	7	6	3	0	24
	3	6	2	1	4	2	0	15
	4	1	2	1	2	0	1	7
Total		25	16	17	13	9	19	99

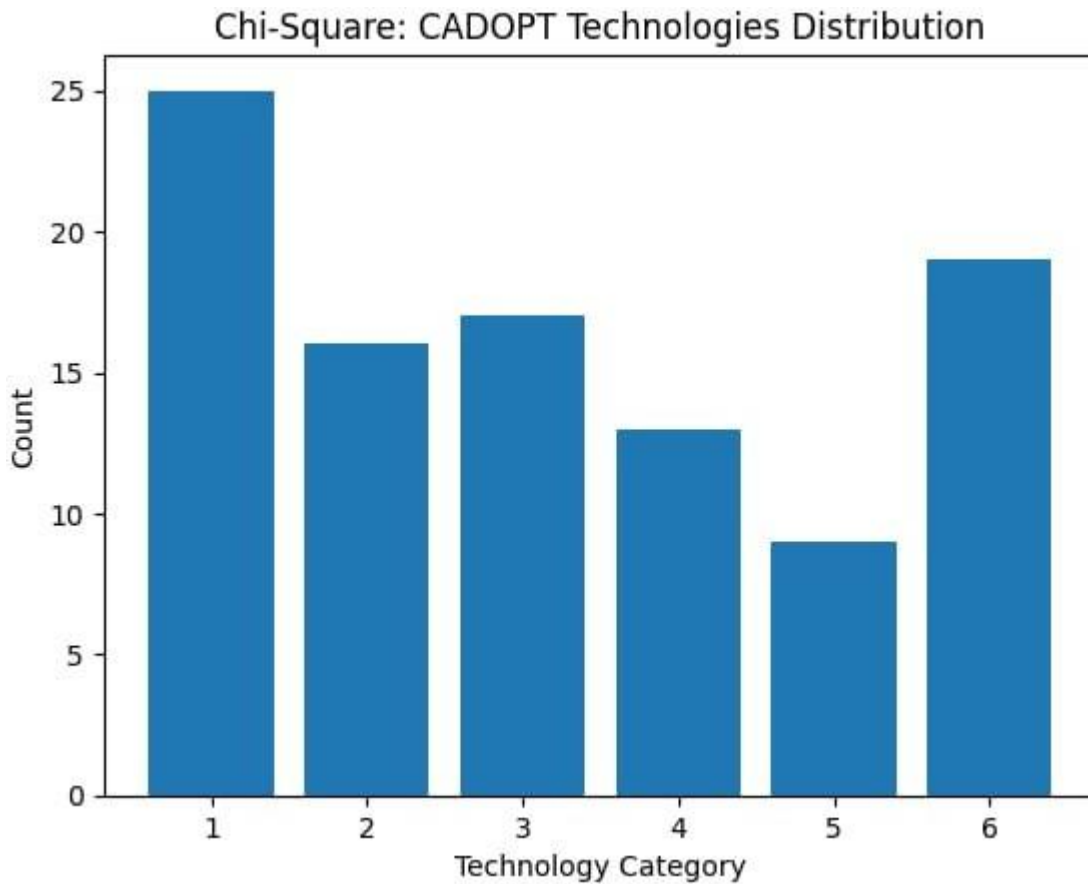
1.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.944 ^a	15	.007
Likelihood Ratio	40.186	15	.000
Linear-by-Linear Association	2.334	1	.127
N of Valid Cases	99		

a. 18 cells (75.0%) have expected count less than 5. The minimum expected count is .64.

Graph



INTERPRETATION:

The chi-square result is statistically significant ($p = 0.007$). This indicates a relationship between CAD software and technology adoption. The variables are not independent of each other. Different CAD software categories are associated with different adoption levels. However, the results should be interpreted carefully due to low expected cell counts.

INFERENCE:

Since the p-value (0.007) is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted, indicating that there is a significant relationship between CAD software and technology adoption.

4.2.3. REGRESSION ANALYSIS

Variables Entered/Removed^a

Model	Variables Entered	Variable s Remove d	Method
1	CADOPT_TECHNOLOGIES ^b	.	Enter

a. Dependent Variable: CAD_SOFTWARE

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.154 ^a	.024	.014	.953

a. Predictors: (Constant), CADOPT_TECHNOLOGIES

ANOVA^a

Model		Sum of Square s	df	Mean Squar e	F	Sig.
1	Regression	2.148	1	2.148	2.366	.127 ^b
	Residual	88.034	97	.908		
	Total	90.182	98			

a. Dependent Variable: CAD_SOFTWARE

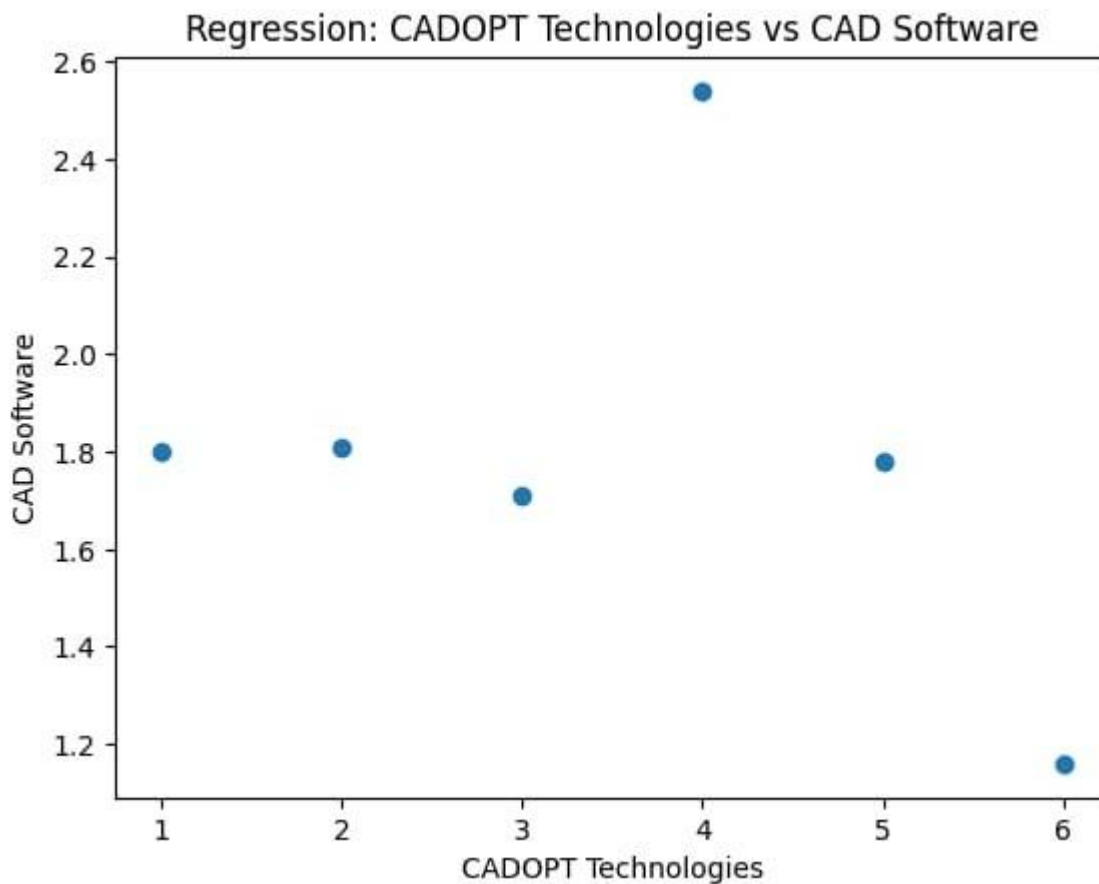
b. Predictors: (Constant), CADOPT_TECHNOLOGIES

Coefficients^a

Model		Unstandardize d Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.017	.194		10.399	.000
	CADOPT_TECHNOLOGIES	-.081	.052	-.154	-1.538	.127

a. Dependent Variable: CAD_SOFTWARE

Graph



INTERPRETATION:

The regression model is not statistically significant ($p = 0.127$).

CADOPT_TECHNOLOGIES does not significantly predict CAD software usage.

The R^2 value (0.024) shows very weak explanatory power.

The relationship between the variables is negative but weak (Beta = -0.154).

Overall, the model is not useful for prediction.

INFERENCE:

Since the p-value (0.127) is greater than 0.05, the null hypothesis is accepted and the alternative hypothesis is rejected, indicating that CADOPT technologies do not significantly predict CAD software usage.

4.2.4.T-TEST ANALYSIS

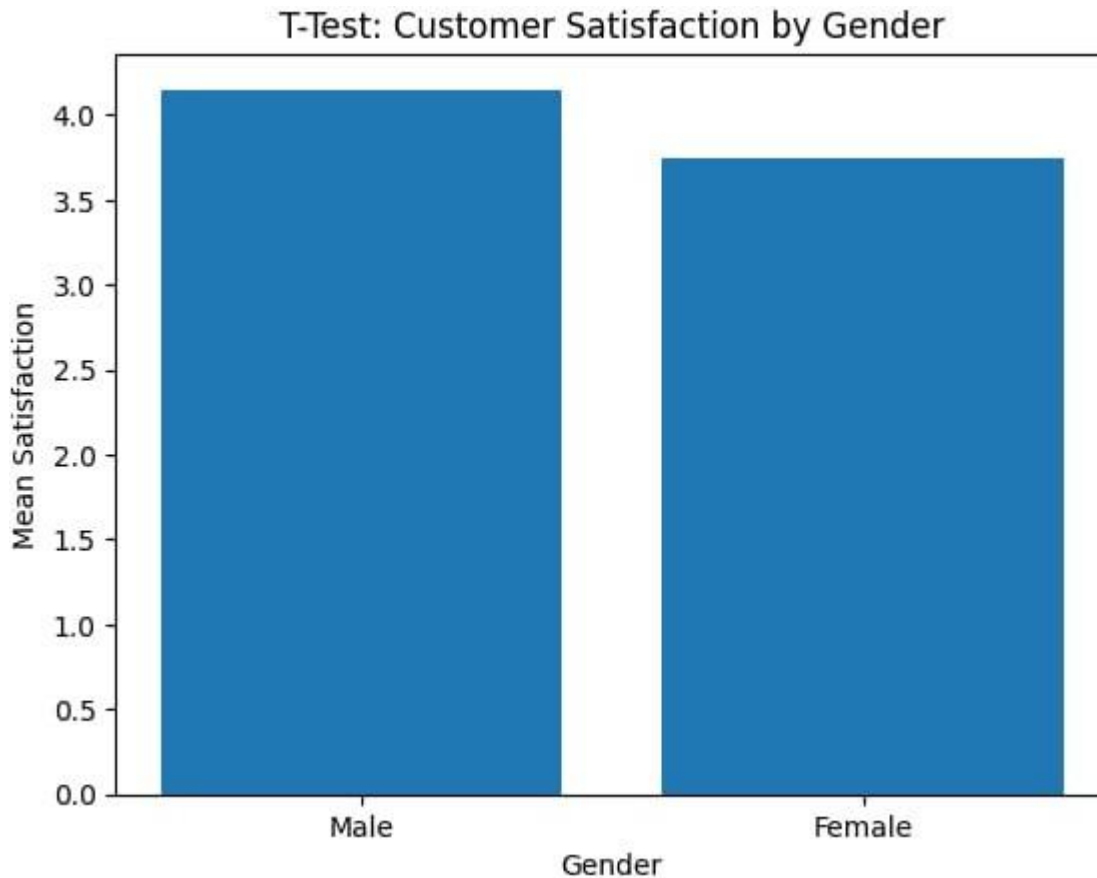
Group Statistics

	GENDER	N	Mean	Std. Deviation	Std. Error Mean
CUSTOMER SUPPORT SATISFACTION	MALE	67	4.15	1.034	.126
	FEMALE	42	3.74	1.037	.160

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
CUSTOMER SUPPORT SATISFACTION	Equal variances assumed	.035	.851	2.018	107	.046	.411	.204	.007	.815
	Equal variances not assumed			2.017	86.983	.047	.411	.204	.006	.816

GRAPH:



INTERPRETATIONS:

The t-test result is statistically significant ($p = 0.046$).

There is a difference in satisfaction levels between genders.

Males report higher satisfaction (Mean = 4.15) than females (Mean = 3.74). The mean difference is 0.411, indicating a noticeable gap.

This suggests that gender may influence customer support satisfaction.

INFERENCE:

Since the p-value (0.046) is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted, indicating that there is a significant difference in customer support satisfaction between gender

CHAPTER 5

SUMMARY

5.1 FINDINGS

The study on *Brand Positioning Strategies of CADOpt Technologies in the Competitive CAD/CAM Market* reveals several important insights regarding brand perception, customer preferences, and the effectiveness of digital business development practices.

Firstly, the demographic analysis shows that the majority of respondents are young professionals and students, with most having less than one year of experience in CAD/CAM software. This indicates that the study largely reflects the perception of early-stage users, who are influenced more by digital presence and brand communication.

The study found that **CADOpt Technologies has a strong level of brand awareness**, with a majority of respondents being familiar with the company. Digital platforms such as LinkedIn, company websites, and references were identified as key sources of awareness. This highlights the importance of digital marketing strategies in building brand visibility in the B2B market.

In terms of **brand perception**, most respondents rated CADOpt's brand visibility, technical expertise, and customer support as high or very high. The company is widely recognized as a software provider and engineering solutions partner, indicating a clear positioning in the market. Additionally, a significant proportion of respondents perceive CADOpt as a reliable long-term technology partner, reflecting strong customer trust.

The analysis also reveals that **technical support, brand reputation, and product features** are the most important factors influencing the choice of CAD/CAM solutions. CADOpt performs well in these areas, particularly in technical expertise and faster support, which are considered key differentiators from competitors.

Statistical analysis further supports these findings. Correlation results indicate a **positive relationship between brand positioning strategies and customer perception**, confirming that effective branding contributes to improved sales performance. However, regression analysis shows that certain variables do not significantly predict software usage, suggesting that external factors may also influence customer decisions.

The study also identifies **challenges**, including limited brand awareness in certain segments, increasing competition, and the need for stronger digital marketing strategies. Additionally, slight differences were observed between employee groups in terms of perception, indicating a need for better internal alignment.

Overall, the findings suggest that while CADOpt Technologies has established a strong brand position, there is scope for improvement in digital engagement, awareness expansion, and strategic communication.

5.2 SUGGESTIONS AND RECOMMENDATIONS

Based on the findings of the study, the following suggestions and recommendations are proposed to enhance the brand positioning and market performance of CADOpt Technologies:

1. Strengthen Digital Marketing Strategies

CADOpt should further enhance its digital presence by actively using platforms such as LinkedIn, webinars, email marketing, and SEO-based content. Since a significant portion of awareness comes from digital channels, investing in content marketing, case studies, and technical blogs can improve visibility and lead generation.

2. Improve Brand Awareness in New Markets

Although awareness is high among existing users, there is still a gap in untapped segments. The company should focus on expanding into new industries and geographical areas through targeted campaigns, partnerships, and participation in industry events.

3. Focus on Content-Driven Branding

Providing high-quality technical content such as whitepapers, tutorials, product demos, and success stories can position CADOpt as a thought leader. This will help build trust and influence customer decision-making in the B2B environment.

4. Enhance Customer Relationship Management (CRM)

Strengthening CRM practices will help improve customer engagement, retention, and satisfaction. Personalized communication, timely follow-ups, and efficient handling of customer queries can significantly enhance brand perception.

5. Invest in Employee Training and Alignment

Employees play a crucial role in delivering the brand promise. Regular training programs should be conducted to improve technical knowledge, communication skills, and understanding of brand positioning strategies. Aligning sales and technical teams will ensure consistent messaging across all touchpoints.

6. Leverage Data Analytics for Decision-Making

The company should utilize data analytics to understand customer behavior, preferences, and market trends. This will help in making informed decisions, improving marketing strategies, and enhancing customer experience.

7. Strengthen Differentiation Strategy

CADOpt should emphasize its key strengths such as faster support, customized solutions, and strong technical expertise. Highlighting these unique selling points consistently across all channels will strengthen its competitive position.

8. Expand Strategic Partnerships

Collaborating with educational institutions, industry partners, and technology providers can increase brand reach and credibility. Partnerships can also help in accessing new customer segments.

9. Improve Customer Feedback Mechanisms

Regular feedback collection and analysis will help identify areas of improvement. Implementing customer suggestions can enhance satisfaction and strengthen long-term relationships.

10. Focus on Innovation and Continuous Improvement

Continuous innovation in products, services, and delivery methods is essential to stay competitive. CADOpt should invest in emerging technologies such as AI, automation, and advanced analytics to enhance its offerings.

5.3 DIRECTIONS FOR FURTHER RESEARCH

While this study provides valuable insights into brand positioning strategies, there are several areas that can be explored further in future research:

1. Expansion to Multiple Organizations

This study is limited to CADOpt Technologies. Future research can include multiple companies in the CAD/CAM industry to provide a comparative analysis and broader understanding of brand positioning strategies.

2. Inclusion of Customer Perspective

The current study focuses mainly on employees. Future studies can include customers, clients, and stakeholders to gain deeper insights into external brand perception and satisfaction levels.

3. Industry-Wide Analysis

A comprehensive study across different industries such as automotive, aerospace, and manufacturing can help understand how brand positioning strategies vary across sectors.

4. Impact of Emerging Technologies

Future research can analyze the impact of technologies such as Artificial Intelligence, Machine Learning, and Automation on brand positioning and customer engagement in the CAD/CAM market.

5. Longitudinal Studies

Conducting studies over a longer period can help track changes in brand perception and the effectiveness of strategies over time.

6. Role of Social Media Analytics

Further research can explore how social media metrics such as engagement rates, impressions, and conversions influence brand positioning and sales performance.

7. Comparative Study of Digital vs Traditional Marketing

Analyzing the effectiveness of digital marketing strategies compared to traditional methods can provide insights into the most impactful approaches for B2B organizations.

8. Behavioral Analysis of Customers

Future studies can focus on customer decision-making behavior, including psychological and emotional factors influencing brand preference.

9. Employee Perception Across Hierarchical Levels

Research can be extended to analyze how perceptions differ across different levels of management and departments within the organization.

10. Global Market Analysis

Expanding the study to international markets can help understand global trends and positioning strategies in the CAD/CAM industry.

5.4 CONCLUSION

The study concludes that **brand positioning plays a critical role in determining the success of organizations in the competitive CAD/CAM market.** CADOpt Technologies has successfully established a strong brand image through its focus on technical expertise, customer support, and digital business development practices.

The findings indicate that there is a positive relationship between brand positioning strategies and customer perception, which directly influences sales performance and competitive advantage. The company is well-recognized for its technical capabilities, customized solutions, and responsiveness, which serve as key differentiators in the market.

However, the study also highlights areas for improvement, particularly in expanding brand awareness, enhancing digital marketing strategies, and ensuring consistent communication across all channels. Addressing these challenges will help the company strengthen its position further.

In today's digital era, organizations must continuously adapt to changing market conditions and customer expectations. By leveraging digital tools, improving customer engagement, and focusing on innovation, CADOpt Technologies can achieve sustainable growth and maintain a strong competitive edge.

Overall, effective brand positioning, supported by strategic initiatives and continuous improvement, is essential for long-term success in the CAD/CAM industry.

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Reports and Online Sources

Various company reports, industry publications, online journals, and digital resources related to CAD/CAM industry, digital marketing, and brand positioning were referred to for supporting the study.

ANNEXURE – QUESTIONNAIRE

Section A: Demographic Details

1. Gender

- Male
- Female

2. Age

- 18–25
- 26–35
- 36–45
- Above 45

3. Educational Qualification

- Diploma
- Undergraduate
- Postgraduate
- Others

4. Current Role

- Design Engineer
- CAD/CAM Engineer
- Production Manager
- R&D Engineer
- Business Development Manager
- Technical Specialist
- HR
- Student
- Purchase/Procurement
- Others

5. Years of Experience

- Less than 1 year
- 1–3 years
- 3–5 years
- More than 5 years

6. Industry of Organization

- Automotive
- Aerospace
- Manufacturing
- Industrial Machinery

- Education
- Services
- Clothing
- Analyst
- Tech
- Others

Section B: Awareness & Usage

7. How long have you been using CAD/CAM software?

- Less than 1 year
- 1-3 years
- 3-5 years
- More than 5 years

8. Are you aware of CADOpt Technologies?

- Yes
- No

9. How did you first hear about CADOpt Technologies?

- LinkedIn
- Website
- Reference
- Sales Team
- Events/Webinars
- Placements

10. Which CAD/CAM software do you currently use?

- PTC
- CATIA
- SOLIDWORKS
- Siemens NX
- Autodesk
- Hexagon
- Others

Section C: Brand Perception

11. How would you rate CADOpt's brand visibility in the CAD/CAM market?

- Very Low
- Low
- Neutral

- High
- Very High

12. What is your first impression of CADOpt Technologies?

- Software Provider
- Engineering Solutions Partner
- Training Provider
- Reseller
- Not Sure

13. How does CADOpt compare with other CAD/CAM providers?

- Much Better
- Better
- Same
- Below Average
- Not Sure

14. What factors influence your choice of CAD/CAM solution provider?

- Price
- Technical Support
- Brand Reputation
- Product Features
- Training & After-Sales Service

15. CADOpt offers competitive pricing compared to others

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Section D: Performance & Satisfaction

16. How would you rate CADOpt's technical expertise?

- Very Low
- Low
- Neutral
- High
- Very High

17. How satisfied are you with CADOpt's customer support?

- Very Low
- Low

- Neutral
- High
- Very High

18. Do you consider CADOpt as a long-term technology partner?

- Yes
- No
- Maybe

19. What differentiates CADOpt from competitors?

- Customized Solutions
- Strong Technical Team
- Competitive Pricing
- Faster Support
- Industry Expertise

20. How effective are CADOpt's marketing efforts?

- Highly Effective
- Not Effective

Section E: Customer Loyalty & Improvement

21. Would you recommend CADOpt Technologies to others?

- Definitely
- Probably
- Not Sure
- Probably Not
- Definitely Not

22. How likely are you to continue with CADOpt Technologies?

- Very Unlikely
- Unlikely
- Neutral
- Likely
- Very Likely

23. What should CADOpt focus on to strengthen its position?

- Innovation
- Branding & Awareness
- Pricing Strategy
- Customer Relationship
- Technical Training
- Partnerships