

This decision form allows retailer to order market reports for the next period. By hovering the cursor on each study title, an a pop-up will appear explaining the contents of that study

Market Research Orders		
Report	Cost (\$mln)	Buy
Awareness	0.375	<input checked="" type="checkbox"/>
Brand Perceptions	0.450	<input type="checkbox"/>
Retailer Perceptions	0.450	<input type="checkbox"/>
Market Shares by Consumer Segment	0.275	<input checked="" type="checkbox"/>
Sales by Consumer Segment	0.275	<input type="checkbox"/>
Market Shares by Shopper Segment	0.275	<input type="checkbox"/>
Sales by Shopper Segment	0.275	<input type="checkbox"/>
B&M Retail Prices	0.250	<input checked="" type="checkbox"/>
Promotion Intensity	0.250	<input type="checkbox"/>
Supplier Intelligence	0.500	<input type="checkbox"/>
Retailer Intelligence	0.500	<input type="checkbox"/>
Forecasts	0.250	<input checked="" type="checkbox"/>

Negotiation Agreements

Marketing

Private Label Portfolio Management

Store Management

Market Research Orders