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

Negotiation Agreements

Marketing

Private Label Portfolio Management

Store Management

**I Market Research Orders**

|  |  |  |
| --- | --- | --- |
| Market Research Orders | | |
| Report | **Cost ($mln)** | **Buy** |
| Awareness | 0.375 |  |
| Brand Perceptions | 0.450 |  |
| Retailer Perceptions | 0.450 |  |
| Market Shares by Consumer Segment | 0.275 |  |
| Sales by Consumer Segment | 0.275 |  |
| Market Shares by Shopper Segment | 0.275 |  |
| Sales by Shopper Segment | 0.275 |  |
| B&M Retail Prices | 0.250 |  |
| Promotion Intensity | 0.250 |  |
| Supplier Intelligence | 0.500 |  |
| Retailer Intelligence | 0.500 |  |
| Forecasts | 0.250 |  |