

When the Dust Settles: A Wal-Mart Neighborhood Market's Impact on Supermarket and Drug Store Competition

Dakota Worldwide is conducting a comprehensive study on the impact of the 1998 arrival of **Wal-Mart's Neighborhood Market** on the competitive supermarket and drugstore environment in Sherwood, Arkansas. A growing number of retailers nationwide are facing the challenge of survival against this new competition. Our latest syndicated report examines how competitors in Sherwood are performing against the strength of this aggressive retailing giant.



Voice of the Consumer

Interviews with 300 consumers living within a 5-mile radius of the **Wal-Mart Neighborhood Market** highlight consumer motivations, demographics, spending habits, image positioning and comments regarding their environment. This current study is a sequel to our 1998 study, highlighted on our website, www.dakotaww.com. The published report summarizes this current data through written analysis, color charts and tables, along with trend comparisons from the previous study.

Surviving competitive store openings is a challenge facing retailers and wholesalers throughout the country. This study will provide insights into the necessary methods for prevailing against what may be the most significant new chain in the industry.

Advance Purchase Discount

This report will be released in April 2000. Orders received by March 31st will be eligible for a special pre-publication price of \$495 (\$100 for each additional copy). The regular price, effective after March 31st, will be \$995. To order the report, ***When the Dust Settles: A Wal-Mart Neighborhood Market's Impact on Supermarket and Drug Store Competition***, please call us or mail this order form with your check to:



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