

Improve your Retail Business

Retail, both traditional and modern, has grown at unprecedented rate in Romania in the last four years. The Romanian consumers and the society overall are leap-frogging in many respects; this, combined with the new economic pressures, pose Retailers with increasing demands to match needs and continuously improve business results.

The face, content and dynamic of Modern Retail has changed Romanian consumers' attitude and behaviour. Increasing purchasing power, consumerism, confidence (or lack of) in the future, changing demographic and social trends, also competitive and price of real estate pressures: these are just some.

- *We know where Romanians shop*
- *We know which consumers are most likely to shop at your stores*
- *We know where your competitors are*



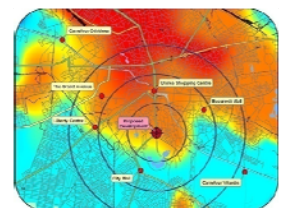
Optimise your network performance

- Understand how your consumers interact with your network, who buys what, where do they come from and how much do they spend?
- Analyse the interaction between your sites, to determine the optimal network and location of new sites.
- Identify your communication strategy to support the optimum performance of your network Benchmark the performance of your network in relation to the market; measure your results!



Improve your site operational performance

- Understand who your customers are for each site, where they come from and how much they spend.
- Forecast potential to determine gap between resources, products, consumers and opportunity.
- Identify your communication strategy to support the optimum performance of your site.



Optimise your product and service offering

- Understand who consumes your product and service offering, where and when; count footfall and report on store metrics.
- Determine the optimal combination of offers and staff levels for each site.
- Tailor communication strategy, channels and message by offering.
- Benchmark performance of the offer in relation to the market.

What about tomorrow? Are you considering developing new concepts and expanding to new areas?

Our customers benefit from -

- **Mosaic**- the national consumer segmentation in 29 countries (also Romania).
- **Micromarketer**- the integrated GIS for area profiling and reporting.
- **Consumer expenditure** forecasts.
- **Demographic forecasts**
- **Shopping destinations** and ranking.
- **Area and consumer profiles; map reports**
- **Change trends** in consumer behaviour, lifestyles and expectations.
- **Footfall metrics**



Contact us

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