

Retail Tracking Mauritius

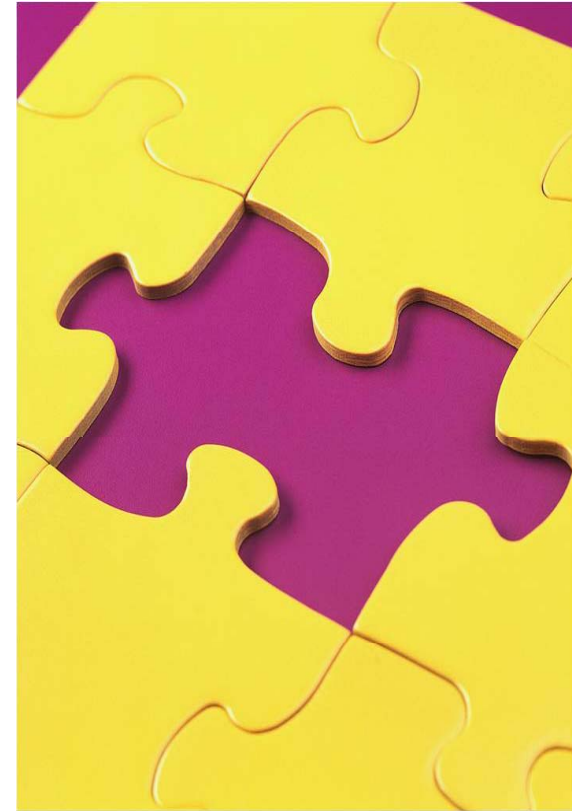


Marketing and Research objectives



Research Objectives

- Establish the **market share, distribution structure, merchandising and promotional effort** for the category captured.
- **Monitoring of changes in** the market environment over time and the relative positions of competition.
- Evaluate **distribution effectiveness**
- Understand **market dynamics, cycles** and determine marketing objectives, and the tactical approach to achieve these objectives. For example:
 - **Managing trade**
 - A diagnostic look at the trade
 - Understanding trade dynamics
 - Identify areas of improving efficiency
 - A look at market trends at the trade level
 - **Identifying opportunities**
 - A look at the market and offers
 - Establish efficiency and implementation of trade level operations

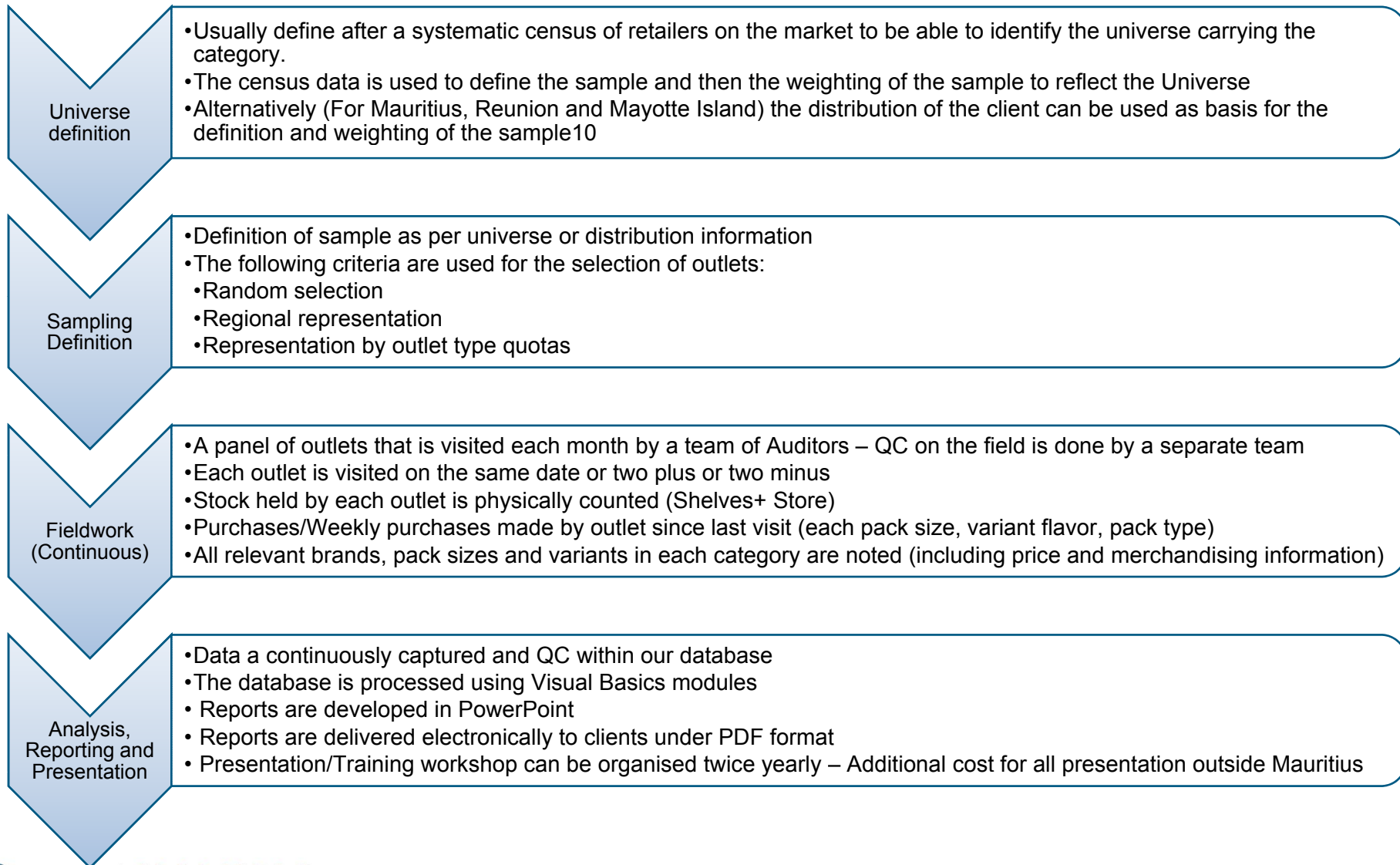


The Research and Analysis Process



Research Process Proposed

To achieve the research objectives, the following research process is proposed:





ANALYSIS
RESEARCH INTERNATIONAL
INSIGHT. INSPIRATION. INNOVATION.

THE REGIONAL MARKETING RESEARCH SPECIALIST

