

Retail Launches/Retail Resets

Retail ResearchPros

Real-Time Insights Into Competitive Change

Major Strategy Consulting firms and Retail Corporations have leveraged ResearchPros to Gather Competitive data *In the Store, On the Site and Around the Social Networks*

- Deploy experienced retail teams to store openings and resets in real-time – assemble meaningful qualitative differences
- Determine the look/feel and underlying strategy behind the SKU density and display — gather quantitative market insights
- Discern decision-makers’ strategies — inventory investment, fit/sizing, fabrication and categories/collections
- Assess approach to the customer — service and staffing levels
- Perform Independent Reset “Audits”—how recommended changes are working



Experienced in Industries such as:

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| ▪ Retail Stores | ▪ Sporting Goods | ▪ Card Stores |
| ▪ Men’s Clothing | ▪ Discount Stores | ▪ Advertising |
| ▪ Camping Supplies | ▪ Fast Food | Industry |
| ▪ Mattress Chains | ▪ Beverage | ▪ Women’s Apparel |



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