

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:

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



Research Pros, Inc. 1525 East 53rd Street, Chicago, IL 60615 773.947.9500
www.researchpros.com