

RetailChecks®

Introduction

Would you like to integrate your specific point of sales efforts, products characteristics, and appraise more diverse distribution channels? RetailChecks is designed to suit your specific ad hoc or syndicated sector needs, and can integrate point of sale characteristics such stand outs, space shelf characteristics, as well as product characteristics.

In the largest markets, retail research services scan mass market distribution channels. Independent and specialized retailers are not well monitored, as they require more specific efforts. Many product categories are distributed through multiple and/or country specific channels that also need specific attention.

RetailChecks is designed as an alternative to existing retail measures often considered:

- inappropriate to orient/correct local retail activities
- irregular in quality among international markets, especially for emerging and developing markets
- very expensive.

RetailChecks is an ad hoc or syndicated platform enabling:

- observation of points of sale, hence product presence, promotions, on store advertising, merchandising and prices, and in option
- interview of retail managers and employees
- mystery shopping

Added value of retail/trade information is crucial to support innovative and product development. RetailChecks aims to offer an innovative approach to retail monitoring.

Objectives

To track retailers of different types and provide data to:

- monitor product presence
- analyse prices
- assess merchandising, promotion, or on store advertising
- determine product characteristics as well as product features, quality or dates

To study market structure, portfolio and competitors, analyse trends and identify opportunities, understand changes in distribution.

Data is generally crossed by:

- types of retailers, and/or
- locations such as sub regions or main cities

Data is unweighted and weighted when needed or necessary.

Measures provided in Excel spreadsheets generally include:

- market share by volume and value
- out-of-stock retailers
- cumulative results by sub markets, companies, brands and other classifications
- cleanliness of stores, merchandising types, and offered promotions
- product characteristics and specific quality of products
- splits for distribution types and geographical locations.

Retail panelization

Types of distribution channels, depending on markets, may include:

- chains
- specialist retailers
- home stores
- grocery stores
- general stores
- tobacconists
- food stores
- supermarkets
- hypermarkets
- bakeries

- kiosks
- street vendors
- petrol pumps
- train/bus vendors
- duty free
- cinemas
- other outdoor
- outlets in sport and cultural centres
- office/building vendors
- catalogues
- internet

A holistic scope will look at all retailers as a general sample whereas a more detailed scope will be formed upon sub samples of different retailers. More detailed scopes require larger samples.

Two location options are generally offered:

- main cities of 300+ to 500+ thousand population,
- main cities and selected smaller cities/rural areas

Statistical precision:

Depending on the precision required, and if distribution types and geographical locations should be monitored in detail, a sampling plan is prepared and fully documented, enabling eventual replacements of panellized retailers when necessary.

Frequency:

RetailChecks may be conducted annually, bi-annually, three times a year, quarterly, every two months, monthly, weekly or at specific periods of the year. Different frequencies may inter link. For example street vendors may be monitored bi-annually whereas other retailers quarterly; or again secondary cities and rural areas bi-annually, whereas major cities quarterly.

Special waves may be conducted for end of the year festivities as well as other specific festivities adapted to local market customs.

Methodology

RetailChecks is adapted to suit your immediate and particular requirements. Once markets, scope of the tracking study, and panel options defined, various means may be used solely or complementarily to set-up, execute the different waves of panellized retailer.

Piloting:

In a majority of cases, co-operation with retailers will be required, as retail managers might be suspicious, suspecting competing activities or tax controls. Piloting will evaluate the best possible local approach formulation and incentive for a particular retailer to gain their participation.

Observation variables need also to be piloted, to initially classify merchandising, advertising and promotion of retailers.

Set-up:

1WR co-ordination recruits, briefs and follows-up 1WR field workers. Generally the main town of a given country is used for training of field workers. Audio/video-recording are recommended as best practices for other fieldworkers.

The first wave is closely observed, initially to offer solutions to resolve further field level problems, and finally to make sure panel quotas of retailers are met.

Execution of following waves:

The study is pursued through the above sought solutions.

Reporting

After verification, the data (formats to be determined based on client end users' needs) is outputted practically automatically.

Our own software enables internet, desktop or email reporting to end users. Internet and desktop versions allow to refine or make specific tables. The software is licence free to 1WR clients. It is very user friendly and enables to perform further splits, filtering and can export data towards other software.

In option, further analysis may be proposed to produce presentations or reports that would include an executive summary, recommendations, summary of main sections with synthetic tables or graphics.

Internal analysis determines panel characteristics and eventual renewals when necessary.

Shop tests option:

New products or new marketing mixes may be assessed upon a selected number of retailers. These generally require client logistical support and complementary consumer usage and attitude surveys, as well as qualitative studies to diagnostic successes or failures. These may help improve various products, mixes as well as innovative displays and point of sale promotions.



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