

customized sales research



“ On your terms, to your timing and in the markets you need. ”

Meyers Research Center (MRC) designs and implements the retail sales research you require. No matter how unusual or difficult the request, MRC 's retail sales research group will provide you with reliable sales information, as well as the analysis and reporting to turn research results into business results.

With more than 30 years of experience, MRC has conducted sales research in traditional classes-of-trade as well as "off" channels of distribution like jewelry, floor covering, toys, hardware, bars, sporting goods, vending machines, food service establishments and specialty retailers.

MRC customizes timing, markets, classes-of-trade, and other specific information and data required to meet your particular objectives. Turn to MRC if you need a controlled store test program, test marketing initiative, matched market design, sales tracking, scanner or vending audit, or just to check for the availability of a product or its price.

MRC is one of the few suppliers that specialize in integrating the findings from sales and in-store survey data sets. While a customized sales analysis is valuable when performed alone, when integrated with in-store interviewing, it provides the "who", "why" and "how much" analysis that retailers are looking for.