

TradeSmart Surveys™



**MEYERS
RESEARCH
CENTER**

Many companies spend most of their research budgets trying to better understand consumers. As a result, they overlook one of the most important and influential buyers in their distribution channel - the retail trade. Meyers Research Center's (MRC) TradeSmart Surveys™ let you study trade or retail decision makers as a regular part of your market research process to gain an advantage in all your product and marketing efforts.

“An individual trade decision maker represents hundreds - sometimes thousands - of retail outlets. ”

Through these surveys, you'll be able to:

- Understand your product and company's image with the trade and determine the satisfaction level with your current services vs. your competitors.
- Understand what the trade wants from promotions in your category. These surveys can be used as a planning tool when developing promotions or as an evaluative tool subsequent to the promotion spend.
- Track the effectiveness of ongoing trade advertising.
- Keep an eye on industry dynamics and how they affect your plans.
- Ensure trade acceptance of your new product by "fine-tuning" your plans.
- Demystify unfamiliar categories or unfamiliar trade channels.
- Evaluate new marketing or merchandising concepts.

TradeSmart Surveys™ provide you with customized retail insight into your primary distribution channels - supermarkets, drug chains, mass merchandisers, convenience stores, department stores, specialty outlets and other classes of trade - at a surprisingly low cost.

Interviews can be conducted with:

- Chain level senior executives
- Buyers/merchandise managers
- Warehouse personnel
- Administrative personnel
- Store level workers (managers, aisle personnel)

MRC's interviewing methodologies include telephone, in-person, online and phone-mail-phone. Each study is customized based on the needs of the sponsoring client (MRC creates a sample and methodology). TradeSmart Surveys™ offer you the opportunity to hear from your biggest customers in an unbiased manner without revealing your company's identity.