



# MARKETING RESEARCH AND ANALYSIS

## **The Elements of the Marketing Mix**

The MARKETING INITIATIVES team have considerable experience gained working in the marketing departments of FMCG companies. It is this skilled experience that enables us to plan, develop, implement and control all elements of the marketing mix for our clients including:

- Advertising
- Agents and distributors (domestic and international - identifying, development, training, contracting, establishing etc.)
- Consumer research – qualitative and quantitative
- Direct mail
- International marketing and markets strategy projects
- Joint ventures and competitive alliances
- Market forces, trends, projections
- Marketing analysis and marketing research
- New market entry – evaluation, development strategies and implementation
- New product development
- Packaging / presentation and point of sales design
- Public relations
- Promotion strategies and the evaluation of effectiveness
- Routes to market (distribution channel efficiency)
- Sales promotions and incentive projects
- Sales structure / management / tactics and methods
- Sponsorship

## **Analysis**

- Advertising and promotional effectiveness and economic viability
- Competitive analysis and competitor research (evaluation, detailed advantage studies etc.)
- Consumer research – qualitative and quantitative
- Market forces, trends, projections
- Marketing analysis and marketing research
- New market entry – evaluation, development strategies and implementation
- Performance monitoring and analysis
- Position studies – brand & market
- Price & product surveys



- Promotion strategies and the evaluation of effectiveness
- SWOT analysis

## Planning

### Category Management

The strategic management of product groups through retail trade partnerships that aims to maximise sales and profits by satisfying consumer needs.

See section on Sales - Category Management

### Range planning

Range planning enables the production of a fully integrated category management solution comprising of range optimisation, space planning, distribution management and market analysis including

- EPOS, account and panel data
- Ranges reviewed by store type, size or region etc
- Product segmentation
- Integrated space planning
- Comparison of planned ranges with actual implemented ranges
- Examination of retailer performance through:
  - Benchmarking
  - Under and over trading
  - Comparative growth
  - Seasonal performance
- Explanation of retailer performance through:
  - Range/assortment analysis (depth, & breadth of range, the correct range)
  - Pricing strategies/tactics (overall pricing, price matching, breadth of price)
- Creation of presentations
- Deployment of promotional investment (reliance, efficiency, effectiveness)

### Space Allocation

The effective use of space is a key criterion in any ranging proposal. Ensuring that products are allocated the appropriate share-of-space can make all the difference to the success of the category, particularly:

- Number of lines to be listed
- Amount of linear space available
- Maximum and minimum facings
- Case stocking



## **Business Planning**

This involves using historical analysis combined with market knowledge to produce accurate sales plans. This can also be used to analyse market trends and adjust plans accordingly. New product launches can be introduced into forecasts to ensure less out-of-stock and shortages.

## **Demand Planning**

Demand Planning can identify potential shortfalls in stock levels and formulate alternative delivery plans. Instances of out-of-stock and stock losses caused by exceeding sell by dates can be greatly reduced, which will in turn reduce supply chain costs.

## **Account Analysis & Planning**

This enables our clients to calculate the effects on profitability of changing volume and trading terms for individual accounts. It also provides a mechanism to evaluate the impact of promotional activity on sales, costs and profit. All plans, forecasts and actuals are calculated so that the total impact of the individual account plans can be assessed at any level of customer, channel, brand or category.

## **Market Research**

Market research is an extremely effective tool for assisting a company to determine what type of products or services would be profitable to introduce into the market; to know how well a product is doing and determine what factors affect its growth or survival; also whether it has been able to satisfy customer needs or any changes need to be made.

MARKETING INITIATIVES has considerable experience in undertaking and analysing a full range of qualitative and quantitative research projects designed to meet the needs of the clients and their marketing plans.

Planning is key to successful research and we agree a plan of action with our clients in advance to ensure that all objectives are understood and included. Projects are turned around fast, efficiently and costs are tightly controlled.

## **Our Services**

We have in the past undertaken numerous market research assignments for clients including Market Measurement, Consumer Paneling, Range Management and In-Store Space Analysis, Advertising Research, Customer Needs Analysis, Customer Satisfaction Research, Market Opportunities, New Product Development Research, and Promotional Analysis and Competitor Reviews. To assist us, we employ a full range of qualitative and quantitative research techniques such as;

### **Qualitative:**

- Focus groups
- In-home interviews
- In-store interviews
- Product tasting



**Quantitative:**

- Data measurement – AC Nielsen, IRI and TNS
  - Retail measurement.
  - Consumer panel
  - Range management and In-Store Space
  - Consumer research
- Online research
- Hall tests