

Image Controller in Trading Trade Interviews

By Konzept & Markt



How do your trading partners judge you?

Method

Survey of decision-makers at different trade levels (e.g. retail trade, wholesale trade) and at different hierarchical levels (e.g. top decision-makers in head offices, purchasing and/or sales, market managers and merchandise category managers in the retail trade).

To achieve the greatest possible utilisation of sampling, the interviews are carried out either face-to-face or over the telephone, as the respondent wishes.

Benefits

- ✓ Approaches for optimising trading partners' satisfaction
- ✓ Reveals strengths and weaknesses in a direct comparison with the relevant competitors
- ✓ Check of attainment of intended objectives
- ✓ Opportunities and risks in the relationship with trading partners
- ✓ Knowledge of the demands of trade

Optimising Satisfaction Among Trading Partners

Image Controller in Trade

Indispensable to the market success of a provider of consumer goods is not only a high level of consumer acceptance but also on the support of trading partners. Aside from a multitude of marketing measures directed towards the end consumer, relations with trade and retail companies and the support of commercial customers are of fundamental importance as well. This means that a qualified branded product should automatically experience a high level of esteem on the market. The purpose of the Image Controller is to conduct a critical check of this. At the same time, it is designed to reveal potential weaknesses and display any detectable potentials for improvement.

Survey Topics

- ✓ Spontaneous mentions of providers' strengths and weaknesses
- ✓ Performance review and importance of various business areas, such as
 - ✓ **Logistics** (e.g. punctuality, completeness)
 - ✓ **Sales/field service** (e.g. competence, likeability)
 - ✓ **Advertising and sales promotion** (e.g. good sales-promotional material)
 - ✓ **Pricing policy/conditions** (e.g. margins/discounts, price-performance ratio)
 - ✓ **Provider/manufacture image** (e.g. trendsetter, market familiarity)
- ✓ Who is the 'preferred supplier' for this merchandise category?
- ✓ Which provider can best meet market demands in future?
- ✓ What is the assessment of developments in private labels within the merchandise category?
- ✓ What should manufacturers do to strengthen brands?

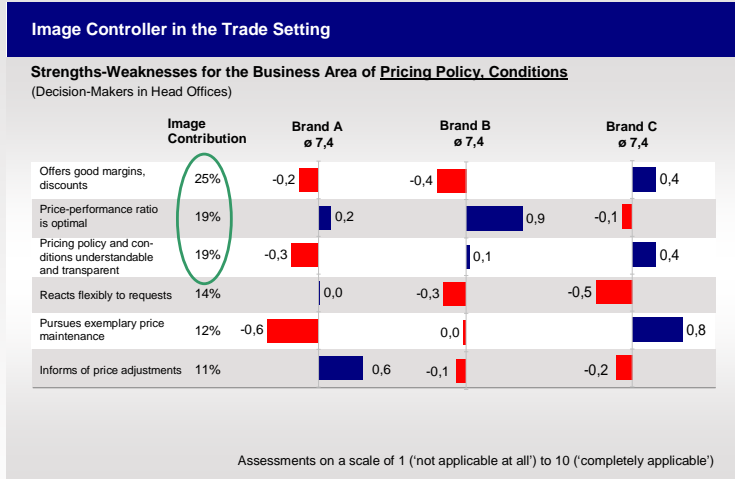
Benefits

- Survey of the 'right' contact persons (managers at the head-office or retail-sector level)
- Direct comparison with relevant competitors
- Polling of topics of relevance to trade
- Adjustment of statements and survey contents to match individual customer requirements
- Exclusive survey

Optimising Satisfaction Among Trading Partners

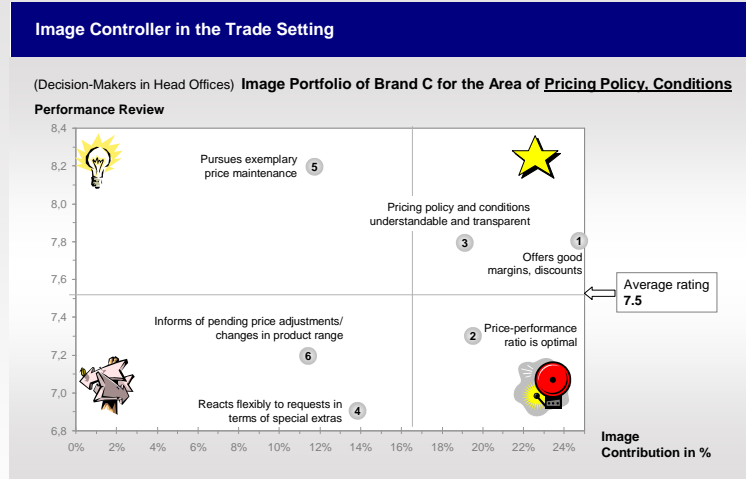
Several Examples

Analysis of Strengths and Weaknesses



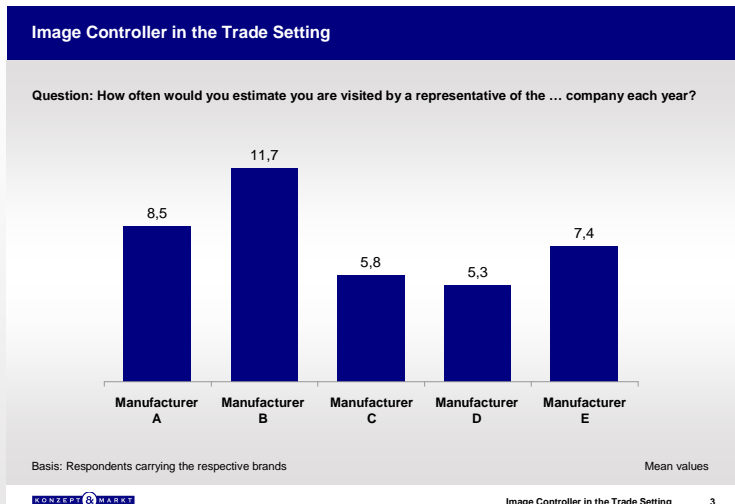
The example demonstrates: In terms of the most important characteristics, Brand B can distinguish itself through an optimal price-performance ratio, and Brand C through good margins and a transparent pricing policy. Brand A has rather more difficulty setting itself apart from the rest in items that greatly contribute to image.

Image Portfolio



The Image Portfolio links the importance of certain image characteristics with the assessment of these characteristics. It is divided up into four areas from which recommendations for action can be derived. In this example, the price-performance ratio is to be assessed as a critical factor and hence in need of improvement.

Presence in Retail Setting



Whereas Manufacturer B pays a visit to its trading partner approx. once a month, Manufacturers C and D are seen by their trading partners only roughly half as often.

Preferred Supplier



It clearly emerges here that Manufacturer B is the 'preferred supplier' for the merchandise category under consideration. The second-most preferred supplier, Manufacturer A, is mentioned relatively frequently as well. The other competitors, on the other hand, are only rather rarely viewed as preferred suppliers.

Optimising Satisfaction Among Trading Partners

Sampling

The sample size is determined based on the objective and contents of the study. We recommend a minimum sample of 30-40 respondents at the head-office level and 100-150 interviews at the retail level.

Costs

On average, these studies cost between EUR 20,000 and EUR 30,000.

Timing

Given the difficulties involved in reaching the target group, it must be assumed that 10-12 weeks' time will be required from order placement until the presentation.

Reporting

The survey results are compiled in graphics form, verbally summarised and commented. In addition, a Management Summary is drawn up with the bottom line and recommendations for action.

Contact

Michael Fuchs

Dipl. Betriebsw.

Konzept & Markt GmbH
Rheingastrasse 88
D-65203 Wiesbaden, Germany

Tel.: +49(0)611 / 690 17 28
Fax: +49(0)611 / 690 17 59
e-mail: fuchs@konzept-und-markt.com

Elke Kahl

Dipl. oec. troph.

Konzept & Markt GmbH
Rheingastrasse 88
D-65203 Wiesbaden, Germany

Tel.: +49(0)611 / 690 17 32
Fax: +49(0)611 / 690 17 59
e-mail: kahl@konzept-und-markt.com