

SHOPPER&RETAIL

CLIENT

National Mobile Phone Retailer

THE CHALLENGE

To develop a mechanism based on demographic markers, to prioritize cities for expansion of the store's footprint across India.

OUR APPROACH

Brandscapes used our proprietary Mobile Phone Panel to conduct telephonic interviews across the country, for profiling shoppers across different store types.

THE WINNING INSIGHTS™

Different kinds of shoppers across varying store types were identified and profiled, in terms of:

- demographics
- type of phone purchased
- brands purchased
- nature of usage of their mobile phone.

THE RESULTS

The client is using these Winning Insights to take decisions about their expansion strategy to different towns, in terms of segments to cater to, type of merchandise to be stocked, selling strategies and RSP Training.

BRANDSCAPESWORLDWIDE

Winning Insights™ for Profitable Growth

203, Kaumudi, Station Avenue Road, Near Chembur Post Office, Chembur, Mumbai 400 071. India.

Email: info@brandscapesworldwide.com

Tel: +91 22 6742 4732 to 36

Fax: +91 22 2527 6256