

DO YOU HAVE ACCESS TO DATA?**Get the most out of it!****PROFORMA CAN TAKE YOUR DATA
TO THE NEXT LEVEL!****Your data can become more
Useful, Meaningful and Actionable, providing
Usable Conclusions and Recommendations.****PROFORMA PROVIDES:****Expert Data Analysts****Analytical Models****Experienced Consultants****Professionals to Interpret the Results****Report Generation****Presentations****Proforma's Analytical Models Can:****Determine the effectiveness of changes at store level:**

- Isolate the effect of a variable on sales of the SKU's, brand, and category using matched panel in-store testing data. Test variables such as new packaging, pricing, planogram, media, advertising, etc.

Analyze the category:

- Determine the performance and profitability of the entire category. Look at space, sales, profit, margin, etc. to see the category dynamics.

Bring qualitative and quantitative data together:

- You've done the survey, the focus groups, the trending, the sales analysis. Let Proforma's consultants work with you to make sense of all the research, bring it together and draw useful, meaningful, actionable and usable conclusions with action-oriented recommendations.

Proforma Consulting Ltd.

- Has been conducting research since 1977
- Has completed over 3,000 market research projects
- Has over 30 years experience in Retail Marketing and Market Research
- Is wholly Canadian owned and operated
- Can provide services anywhere in Canada
- Provides maximum security and confidentiality
- Provides experienced well trained executives
- Works with you through all stages of the research; design, analysis, reporting, recommendations and presentations

**Don't have your own data? We can help you get it.
Ask us about Proforma's full service IN-STORE SHOPPER SOLUTIONS.****Trust Proforma to be more than just a research provider.
LET PROFORMA BE YOUR RESEARCH PARTNER!**