

IN-STORE SHOPPER SOLUTIONS

- Sales
- Branding
- Execution

The environment should support your shopper... Does it?
What effect will changing the environment have on the shopper?

<p>How will sales be impacted?</p> 	<p>How will the category be affected?</p> 
<p>What will shoppers think?</p> 	<p>What is really happening at store level?</p> 

Proforma's Research Tools:

How will sales be impacted? = ProTrial

- **ProTrial** is a Matched Panel In-Store Testing service that can isolate the effect of a variable on sales of the SKUs, brand, and category.
- Any variable can be tested such as new packaging, pricing, planogram, media, advertising, etc.

How will the category be affected? = ProCat

- **ProCat** is a category management tool to determine the performance and profitability of the entire category.
- It is especially helpful to category leaders.

What will shoppers think? = ProSurvey

- **ProSurvey** is an in-store consumer attitude and awareness survey service.
- We capture the thoughts of shoppers while they are in the store in the environment you want to know about.

What is really happening at store level? = ProAudit

- **ProAudit** is a national audit service; any market, any banner.
- Want to know if your advertising is up, if the media is there, if the planogram was implemented properly?
- **ProAudit** can answer any question you might have about what is going on at store level.

SHOPPER SOLUTION BUNDLES

Combine Proforma's research tools together to gain a better understanding of your shopper and build your in-store shopper strategy.

Your company has important questions!

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has the tools and knowledge to answer those questions and can help you build your strategy!

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Please contact Jennifer to discuss your Shopper Solution:

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