



# ProAudit

## Store Specific Audits

### Let Proforma Be Your Eyes In The Stores

ProAudits are store specific audits of Canadian retailers that can provide feedback on what is really happening at store level. The audits can answer questions quickly, accurately and inexpensively.

A ProAudit is a low cost, fast turnaround, timely audit of Canadian retailers. ProAudits provide clients with information as specific as they like at any point in the system.

#### ProAudit Information Gathering:

If we can see it, we can Audit it!

Audits can be done once to obtain a snap-shot of the retail situation, or they can be conducted over time to track the retail situation and it's changes.

The types of information that can be gathered include, but are not limited to:

- Regular selling price
- Feature selling price
- Distribution
- Out-of-stock
- Inventory levels
- Shelf space
- Facings
- Position
- Shelf tags
- Listings
- Code dates
- Section size
- Competitive activity
- Display activity
- Ad support
- In-store features
- In-store signage
- Coupon placement

For more information or to set up an appointment, please call **Jennifer Mitrovich** at **905. 858.5000** ext. **225**.

