

iReach Market Research in Retail & Distribution

iReach experience and expertise in the Retail and Distribution Sectors



www.ireachinsights.com

iReach Industry Expertise - Retail and Distribution Sector

iReach has built up significant experience and expertise in the Retail and Distribution sectors having completed a wide range of successful market research projects for clients in Ireland and the UK. Projects have ranged from detailed Market Segmentation, Pricing Strategy, Mystery Shopping, Online Shopping, Supply Chain and Multi-Channel Retailing.

iReach is unique in our ability to support research projects across Consumer Segments in ROI and NI as well as being able to support analysis of technology implementation within this sector.

iReach can bring this experience and expertise to your organisation to support Deeper Insights from Better Research. Using the most appropriate research techniques across Qualitative and Quantitative methods, our prescriptive approach ensures we deliver actionable plans and strategies to our clients in the TeleTech sectors.

Key Benefits:

- LEARN how to profit from iReach access to Primary and Secondary research in the Retail and Distribution sectors in the UK and Ireland.
- RECEIVE impartial insights, clear action items from iReach Analysts to enhance business performance.
- APPRECIATE the true 360 degree view on research problems that was previously unavailable to you. This view is provided for many business areas including Supply Chain, Pricing and Promotions as well as eCommerce and Multi-channel Retailing.
- BENEFIT from unbiased research, analysis and advice, backed by proprietary market intelligence from iReach experts.

- ACQUIRE the knowledge of the Retail and Distribution sector from iReach on best practices across all Industry sectors.
- MAXIMISE the value of research from iReach in gaining an insight and understanding of strategic business issues in a cost effect way.

Real-time Pricing and Promotions

Regular Tracker using SMS based research platform to measure reaction to price changes and promotions at the point of expereice and in real-time. This appraoch provides significant cost savings over previous approach of exit interviews.

Mystery Shopping:

In-store and Sales Call Centre Mystery Shopping project for major retailed in ROI and NI. Objective to increase sales engagement and close rates across all sales channels.

eCommerce & Online Shopping:

Detailed Visitor and DemographicProfiling to support enhancement on online shopping and eCommerce features of major multi-channel retailer. Qualitative Website research blended with Qualitative Focus Groups for hybrid project.

Retail and Online Betting

Strategic engagement to provide detailed analysis and market intelligence of competitive landscape and likely strategic sales and marketing stragegy for client.



Inspiring knowledge

iReach Market Research is the only agency in Ireland to have built our own research panels of 15,000 adults consumers and 5,000 business decision makers in ROI and a further 5,000 adult consumers in NI.

These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver deeper insights from better research.

-  Monthly Omnibus
-  Online & CATI
-  Focus Groups & IDIs



For more details:

Please call Ciara Shaffrey on:
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iReach Market Research is a full Agency in Ireland covering all methods and techniques.

See more:

www.ireachinsights.com