

Retail Study

SRG Bangladesh Limited (SRGB) has a specialized pool of knowledge in the retail sector. In addition to the Bangladeshi team of researchers, expertise is also drawn from an *international pool of consultants* with in-depth knowledge of the global retail scene. The major types of studies we have handled are:

Understanding the Market and Category

- ☞ Market construction/wardrobe audit
- ☞ Market Segmentation
- ☞ Understanding shopping/purchase habits/spending habits
- ☞ Factors influencing outlet selection

Assessing Brand Status/Brand Health

- ☞ Brand awareness, purchase share, image, positioning, corporate image
- ☞ Customer profiling
- ☞ Advertising development/testing/tracking
- ☞ Range and quality of merchandising
- ☞ Fashion panels
- ☞ Assessment of layout and display and facilities
- ☞ Assessment of promotions such as rebates, service guarantees, sales flyers, telemarketing
- ☞ Spot checks at outlets

Satisfaction Management program

- ☞ Customer Satisfaction
- ☞ Dealer Satisfaction
- ☞ Employee Satisfaction
- ☞ Mystery Shopping

Outlet Evaluation

- ☞ Site selection/location assessment
- ☞ Store Remodeling (Inputs/Feedback)
- ☞ Store theme line evaluation
- ☞ Passive monitoring (route mapping, space optimization)

For any enquiries or further details, please call us.

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