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analyses of shopping behaviour, decision making and development of shopping preferences	 <b>SHOPPING MONITOR 2010<sup>1</sup></b>	01/2010	Annual analysis of shopping habits' development of the Czech shoppers; format and chain preferences, chain awareness and evaluation, shopping motivators; chain image in a special supplement <b>RETAIL IMAGE</b> ; shopper segmentation in the <b>SHOPPER TYPOLOGY</b> framework.	full release 79 900 basic release 69 900
	 <b>SHOPPING MONITOR CEE 2010<sup>1</sup></b>	02/2010	Detailed analysis of shopping habits in 11 CEE countries (BiH, BG, CZ, HR, H, PL, RO, SK, SLO, SERB, UA) – motivators, shopping place, particular chain awareness, preferences and evaluation.	119 000 (€ 4 750)
	 <b>SHOPPER TYPOLOGY 2010<sup>1</sup></b>	made to order	Shopper segmentation by the shopping model; typological structure of the individual chains' and formulas' customers.	according to extent
analyses of development of particular retail market segments	 <b>HYPERMARKET &amp; SHOPPING CENTRE 2010</b>	02/2010	Complex analysis of hypermarket and shopping center expansion in CR, regional differences, profiles of chains, shopping centers and hypermarkets (interactive database of tenants included). Analysis of shopping habits of customers available in 3 modules: A) <b>Hypermarket Shopping</b> – shopping behaviour of hypermarket customers, chain positioning, categories purchased B) <b>Mall Shopping</b> – specific shopping patterns and attitudes towards shopping centres, role of shopping centres in shopping for particular assortment C) <b>Mall+Hypermarket Shopping</b> – a complex report including all mentioned research on hypermarkets and shopping centers (A+B).	A: 59 900 B: 59 900 C: 79 900
	 <b>FURNITURE 2010</b>	01/2010	Complex analysis of furniture and home equipment, main shopping place, shopping motivators, chain positioning and expansion, chain profiles.	89 900
	 <b>ELEKTRO 2010</b>	05/2010	Thorough analysis of the consumer electronics' segment, main shopping place, customer rating of the chains, shopping decision process, expansion of the chains, chains' profiles.	79 900
	 <b>DO-IT-YOURSELF 2010</b>	06/2010	Detailed analysis of the d-i-y market, main shopping place, a special shopper typology, customer rating of the chains, expansion of the d-i-y chains, chains' profiles.	79 900
	 <b>SUPERMARKET &amp; DISKONT 2010</b>	07/2010	Complex analysis of the supermarket and discount segment, chain expansion, main shopping place, customer rating of the chains, chains' profiles.	79 900
	 <b>DROGERIE 2010</b>	08/2010	Thorough analysis of the drugstore segment, main shopping places by categories, customer preferences and rating of the chains, a special shopper typology, expansion of the drugstore chains, chains' profiles.	79 900
	retail market monitoring & other special analyses	 <b>INCOMA MARKET MONITOR</b>	monthly quarterly	Continuous monitoring of the market; main developments in the last period (CZ, SK, CEE); development of the retail chains, suppliers, macroeconomics; on-line database access to the archive volumes.
 <b>CHAIN EXPANSION</b>		quarterly	Chain expansion (CZ), store number / selling space indices by chains and regions. A possibility to load the data into the RegioGraph software.	from 54 000 up, according to output extent
 <b>LEAFLET MONITOR</b>		continually	A continual monitoring of retail promotion leaflets in CEE (CZ, SK, H, RO, BG). Information on the leaflets, products, prices; user-friendly interactive software, on-line access.	according to extent of outputs
regional analyses	 <b>GfK PURCHASING POWER 2009<sup>1</sup></b>	01/2010	Differences in level of purchasing power on the level of regions, districts, municipalities (down to more than 6.000 communities) and ZIP code areas, identified through the internationally accepted GfK methodology.	basic release 25 000 full release 45 000
	 <b>REGIONAL SCAN</b> ATLAS OF MARKET POTENTIALS	continually	Complete regional database. Retail, economic and demographic profiles of the Czech districts and towns (incl. consumer spending potential, level and structure of retail competition), analysis of the regional differences, rankings, identification of the market potential, user-friendly interactive software, chance to input own data layers.	according to extent of outputs
	 <b>REGIOGRAPH 2009</b>	continually	Mapping SW implementing various regional analyses of retail business; tools for effective regional planning; user-friendly interface, intuitive presentation of data and of analytical outputs in maps.	from 39.000 up, according to output extent