

SYNDICATED RETAIL SURVEYS OF INCOMA GfK IN 2011

REPORT	PUBLISHED	CONTENTS	PRICE IN CZK (EXCL. VAT)
ANALYSES OF SHOPPING BEHAVIOUR, DECISION MAKING AND PREFERENCES			
SHOPPING MONITOR 2011	January	Annual analysis of shopping habits' development of the Czech shoppers; format and chain preferences, chain awareness and evaluation, shopping motivators.	79 900
SHOPPER TYPOLOGY 2010	January	New shopper segmentation by the shopping model; typological structure of the individual chains' and formulas' customers.	39 000
RETAIL BRANDS 2011	March	Detailed analyses of chains image, motivators for chain selection, detailed weighted chains evaluation.	79 900
ANALYSES OF DEVELOPMENT OF PARTICULAR RETAIL MARKET SEGMENTS			
eSHOPPING 2010	January	Comprehensive analyses of consumer goods internet shopping among Czech internet population, 16 different consumer goods categories.	39 900 - 89 900
HYPERMARKET 2011	February	Analysis of hypermarket expansion in CR, regional differences, profiles of chains, shopping behaviour of hypermarket customers, chain positioning, categories purchased.	49 900
ELEKTRO 2011	May	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
SUPERMARKET & DISKONT 2011	June	Complex analysis of the supermarket and discount segment, chain expansion, main shopping place, customer rating of the chains, chains' profiles.	79 900
DO-IT-YOURSELF 2011	June	Analysis of the d-i-y market, main shopping place, customer rating of the chains, expansion of the d-i-y chains, chains' profiles.	79 900
SHOPPING CENTER 2011	June	Analysis of shopping centre expansion in CR, regional differences, profiles of shopping centres, specific shopping patterns and attitudes towards shopping centres.	from 39 900 up (according to extent)
FASHION 2011	October	Analysis of the fashion shopping habits, shopping decision process, chain positioning, main shopping place by categories, customer rating of the chains.	79 900
FURNITURE 2011	October	Analysis of furniture and home equipment market, main shopping place, shopping motivators, chain positioning and expansion, chain profiles.	79 900
PETROL STATION 2011	November	Analysis of the shopping habits and decision process; purchases of supplementary assortment, customer evaluation of chains, regular drivers vs. professionals.	79 900
PHARMACY SHOPPING 2011	November	Analysis of the healthcare products & medical body care retail, preferred type of store, chains awareness and evaluation, choice of the main shopping place, product decision making process.	79 900
RETAIL MARKET MONITORING & OTHER SPECIAL ANALYSES			
RETAIL VISION 2015	September	Expert prediction of the Czech retail till 2015. Market environment, retail structure, shopping models, market trends as expected by managers of leading retailers and suppliers, and other experts.	119 900 - 149 900
INCOMA MARKET MONITOR	monthly / quarterly	Continuous monitoring of the market; main developments (CZ, SK, CEE); retail chains development, suppliers, macroeconomics; on-line database access to the archive.	according to extent
CHAIN EXPANSION	monthly / quarterly	Chain expansion (CZ), store number / selling space indices by chains and regions. A possibility to load the data into the RegioGraph software.	according to extent
LEAFLET MONITOR	continually	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
REGIONAL ANALYSES			
GfK PURCHASING POWER	continually	Differences in purchasing power on the level of regions, districts, municipalities (more than 6.000 communities) and ZIP code areas, internationally accepted GfK methodology.	from 20 000 up (according to extent)
REGIOGRAPH 2011	continually	Mapping SW implementing regional analyses of retail business; tools for effective regional planning; user-friendly interface, intuitive presentation of data in maps.	from 20 000 up (according to extent)
REGIONAL DATABASES	continually	Retail, economic and demographic profiles of the Czech districts and towns, analysis of regional differences, rankings, identification of the market potential.	according to extent

CONTACT

INCOMA GfK, Kavčí Hory Office Park, Na hřebenech II 1718/10, 140 00 Praha 4, tel.: +420 251 117 541, fax: +420 251 117 542

e-mail: cabal@incoma.cz, <http://shop.incoma.cz>, www.incoma.cz

Besides these standard multi-client surveys, INCOMA GfK also offers ad-hoc studies and special research tailor-made acc. to client's specific needs.

