






















| | Report | To be published | Contents | Price in CZK** (excl. VAT) |
|---|--|-------------------|--|--|
| analyses of shopping behaviour, decision-making and development of shopping preferences |  SHOPPING MONITOR 2008 | 01/2008 | 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 RETAIL IMAGE; shopper segmentation in the SHOPPER TYPOLOGY framework. | full release 59 900 basic release 49 900 |
| |  SHOPPING MONITOR CEE 2008 | * 02/2008 | Detailed analysis of shopping habits in 11 CEE countries (BC, CZ, HR, H, PL, RO, RU, SK, SLO, Sr/MC, UA) – motivators, shopping place, particular chain awareness, preferences, and evaluation. | 119 000 (EUR 4 500) |
| |  Shopper Typology 2008 | 04/2008 | Shopper segmentation by the shopping model; typological structure of the individual chains' and formulas' customers. NEW! Detailed regional distribution of shopper types and particular chains preferences. | 79 900 |
| |  Retail Decision 2008 | 08/2008 | Detailed analysis of the shopping decision process (from store selection to the brand selection). Motivators, decision trees, shopping habits, shopping place, customer segmentation. ADD-ON OF CUSTOMIZED QUESTIONS POSSIBLE. | basic release 69 900 (discount to more categories) |
| analyses of development of particular retail market segments |  SHOPPING CENTER & HYPERMARKET 2008 | 02/2008 | Complex analysis of hypermarket and shopping center expansion in CR, regional differences, profiles of chains and of 250 shopping centers and hypermarkets (interactive database of tenants included). Analysis of shopping habits of customers available in 3 modules: A) Hypermarket Shopping – shopping behaviour of hypermarket customers, chain positioning, categories purchased B) Mall Shopping – specific shopping patterns and attitudes towards shopping centres, role of shopping centres in shopping for particular assortment C) Mall+Hypermarket Shopping – a complex report including all mentioned research on hypermarkets and shopping centers (A+B). | A: 49 900 B: 49 900 C: 59 900 |
| |  SPORTS EQUIPMENT & FASHION 2007/08 | 01/2008 | Analysis of sports equipment and fashion market development. Monitoring of sport activities, spending on sports and sport fashion, decision-making process, chains and brands awareness, customer typology. | 49 900 |
| |  ELEKTRO 2008 | * 03/2008 | Thorough analysis of the consumer electronics' segment, main shopping place, customer rating of the chains, shopping decision process, expansion of the chains, chains' profiles. | 54 900 |
| |  DO-IT-YOURSELF 2008 | 05/2008 | 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. | 54 900 |
| |  SUPERMARKET & DISKONT 2008 | 06/2008 | Complex analysis of the supermarket and discount segment, chain expansion, main shopping place, customer rating of the chains, chains' profiles. | 54 900 |
| |  DROGERIE 2008 | 07/2008 | 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. | 54 900 |
| |  PET FOOD & PET CARE 2008 | 10/2008 | Analyses of the market with products and services for pets – shopping behaviour, decision making process, format and name of the main shopping place, special customer typology, brands and chains awareness and preferences, chains evaluation, chains profiles. | 69 900 |
| |  BABY GOODS SHOPPING 2008 | 11/2008 | Analysis of shopping habits when purchasing baby products. Specifics of shopping behaviour, decision trees, motivators, shopper segmentation, shopping place by categories (baby products vs. family purchases). ADD-ON OF CUSTOMIZED QUESTIONS POSSIBLE. | according to extent of outputs 59 900 to 79 900 |
| |  Petrol Station 2008 | 11/2008 | Analysis of the shopping habits and of shopping decision process; purchases of supplementary assortment & refreshments, customer evaluation of chains, regular drivers vs. professionals, analysis of the stations' network. | 54 900 |
| |  PHARMACY SHOPPING 2008 | * 06/2008 | Analysis of the healthcare products & medical body care retail network market segment. Shopper typology, preferred type of store, particular chains awareness and evaluation, choice of the main shopping place, product decision making process. | 69 900 |
| retail market monitoring & other special analyses |  INCOMA MARKET MONITOR | monthly quarterly | Continuous monitoring of the market; main developments in the last period (CZ, SK, CEE); development of the retail demand, retail chains, suppliers, macroeconomics; on-line database access to the archive volumes. | 64 000 – 99 000 according to extent and periodicity of services |
| |  CHAIN EXPANSION | monthly quarterly | Chain expansion (CZ, SK), regional competition, store number / selling space indices by chains and regions. A possibility to load the data into the RegioGraph software. | 18 000 / 1 country according to extent and periodicity of services |
| |  TargetOn TESCO 2007/08 | * 02/2008 | Position of the Tesco chains on the Czech market, market share analysis, customer profiling, shopper evaluation of the chain, expansion of the stores, comparison with the main competitors. | 79 000 |
| |  RETAIL VISION 2010 | 01/2008 | Expert prediction of the Czech retail till the year 2010. Market environment, retail structure, shopping models, priority shifts, suppliers and market trends as expected by managers of leading retailers and suppliers, and by other experts. | 120 000 |
| |  LEAFLET MONITOR | continually | A continual monitoring of retail promotion leaflets in CEE (CZ, SK, PL, H, RO, HR, SI, BC). Information on the leaflets, products, prices; user-friendly interactive software, on-line access. | according to extent of outputs |
| regional analyses |  REGIONAL SCAN ATLAS OF MARKET POTENTIALS | 03/2008 | 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. | basic release 69 000 full release 89 000 |
| |  RegioGraph / DISTRICT | 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 the 39 000 up, according to output extent |

It is possible to order last year studies, such as:

 **FURNITURE & HOME EQUIPMENT 2007**

 **FASHION MARKET 2007**

 **GfK PURCHASING POWER 2007**

We will be pleased to provide you with more information at:
INCOMA Research, Geologická 2, 152 00 Praha 5, tel.: 2 5111 7541, fax: 2 5111 7542
email: cabal@incoma.cz <http://shop.incoma.cz>, www.incoma.cz

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

* in cooperation with GfK
** another copy á 4.000 Kč + VAT