

10 good reasons why *your* company should benefit...

The Cash & Carry Tracking Programmes discover the who, what, when and how of the cash & carry shopping experience and provides invaluable insight to shape your commercial decisions and future strategies by speaking to c. 4,000 convenience retailers and c 3,000 caterers, each year, at the following operators.



1. Improve your knowledge of your customers' customers. Operators want to hear about THEIR specific customers.

"In various accounts it has helped firm up rationales for objectives we were trying to achieve with our customers, and has helped ensure alignment of thinking." Coca Cola

"The more we demonstrate an understanding of our customers business and their customer's shopper behaviour, the better positioned we are to help them satisfy these and drive more sales." JTI

2. Learn opportunities for your category which will drive actions in your business

"The findings, combined with our own category insights, have allowed us to come up with detailed action-plans for category growth with tangible measures in place." Mars

"We all got a great deal out of the him! presentation - we now have numerous actions points to follow up" Cadburys

3. Identify sales opportunities specific to each operator

"The most valuable thing is the ability to benchmark with other retailers and operators." Pepsico

"The availability of grounded & specific research relating to our industry from a respected organisation is highly influential in our business. We take him!'s research findings very seriously. The findings inform our decision-making and feed through into our strategy" Bestway

4. Understand where your money is going to have the most impact on your sales.

"The fact that more retailers are using the web than we realised - we have historically not done anything with online & this will change next year (largely) as a result of this research." FMCG supplier

"We have highlighted some opportunities... working with C&C customer facing staff, utilising the relationships the C&C's have with their customers to develop category education and support." JTI

5. Understanding different convenience symbol groups & retail clubs

"What's really valuable is knowing just how much various fascia groups might be under-indexing on impulse opportunities. It's pretty powerful stuff, especially when translated into a 'size of the prize' message." Mars

6. Information to support your focus areas

"Insight had supported our emphasis to the trade in meeting the consumer demand with regards to price marked cigarettes... The insights have been useful as a leveraging tool in discussions with accounts" JTI

7. Insight for your communication strategy

"The information around key retailer touch points, in relation to web usage, types of trade press used and what are the most effective points to be communicating have been well received." Coca Cola

8. Knowledge is power! And a valuable advantage against your competition

"Getting information we wouldn't normally be able to get is the most valuable thing about working with him! Knowing the unknown. Those, 'Christ, I didn't know that' moments." News International

9. Building new customer (and non-competitor) relationships

"At him! awards and unveilings you get to meet counterparts in other companies, including the competition." P&G

10. Insight for customer conversations and range reviews based on FACT, not assumptions.

"One of the biggest benefits is having the knowledge and information to give us even more integrity with our key customers. We are certainly planning to build the insights into our growth plans for 2010." Mars

For more information on him!'s Cash & Carry Tracking Programmes or for a full list of insights available please contact katie.littler@him.uk.com