

Case study – PC Channels

Consumer IT retail tracking study in Asia-Pacific

The challenge

A leading Fortune 500 ICT vendor sought to maximize its effectiveness in selling through the major final-tier consumer IT channels in Asia, so as to increase mind-share and volume sales.

The objectives of the study were to measure the penetration of competitor brands versus our client's own brand amongst final-tier channels in a specific category of consumer IT products. The study tracked brand performance in terms of shelf space, merchandising presence and quality as well as the brand loyalty and selling skills of channel sales staff.

The process

Spire's consultants executed retail observation and mystery shopping in 500 stores across several Asia-Pacific countries on a monthly basis. In a related, stand-alone study, Spire applied a similar research program across 500 stores in Chinese cities such as Beijing, Shanghai, Guangzhou, Chengdu and Wuhan.



The results

The findings of this study were regularly presented to our client's senior managers in-country and at the regional level. They used Spire's report to measure performance and improve various aspects of retail channel engagement, including channel incentive and training programs as well as programs for the development and replenishment of merchandizing materials.

Project deliverables included reports addressing stock display, merchandising materials display, demo-readiness, promoters' presence and sales competency.

