

### Business Aim

The project objective was to **merchandise new products in retail**, in the shortest time frame to ensure brand standards were met and new products were available to customers:

- Face to face briefing
- Logistics Management
- Measure status on entry to store
- Image after merchandising

### Key Steps

- 1,000 high street stores visited across 2 weeks
- Key retail partners front loaded to week 1
- Recruit team of 45 merchandisers to service the client for the whole year
- Arrange training session in central location & content

Company: **Satellite Navigation Company** Demonstrating: **Merchandising**



### Key Outcomes

- GfK managed the project in the absence of the key client contact, arranging logistics, deciding on stores to be visited and managing the budget
- All stores visited within required timeframe, store feedback recorded on competitors offers and internal sales bonuses, clients budget met

*""The account manager did show a lot of flexibility and ownership on the project to make decisions in my absence. She understand the client and the job well enough to be able to continue with confidence she was doing it right and did do it right!"*

### GfK NOP Field Marketing

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