



# Strategic Market Insight

Achieve your commercial ambitions with up-to-date market data

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**Are you looking for current market data to enhance your commercial business strategy? Do you need insight into existing or potential markets? Would you like to know the demographic developments, market shares or expenditure amounts, purchasing motives and incentives for each consumer type or age group? Would you like a benchmark in order to determine the optimal product group distribution for your existing or potential customers? You can make your business ambitions a reality with Strategic Market Insight, a market and consumer data dashboard.**

## **How does it work?**

You obtain 24/7 access to an online dashboard with the most up-to-date research, information and trends regarding, among other things, countries, sales channels, retail strategies and consumers. This is available for the following countries: the Netherlands, Germany, France, United Kingdom, Poland, Belgium, Sweden, Switzerland and Denmark.

The combination of various sources provides you with insight into the best way to reach the consumer or retailer. This data-driven insight will also enable you to better coordinate your various business units, such as sales, purchasing and marketing. All of this enables you to make solid strategic choices for your business and helps strengthen valuable relationships with your customers and suppliers.

## **You receive:**

<b>An intake interview</b>	✓
<b>24/7 access to an online dashboard check</b>	✓
<b>Insight into consumer data regarding countries, channels and strategy level.</b>	✓
<b>The opportunity to participate in three annual workshops to develop deeper insight into category management and other topics.</b>	✓
<b>A specialist who is available to answer content or technical questions.</b>	✓
<b>This complete package includes a consumer check, store check and brochure check, among other things.</b>	✓
<b>Rate: €12.000,-</b>	

Rates valid until 31 December 2022. The rate is per year, including five licences. An extra licence costs €1.600,-.

## **In-depth market analyses**

If you want to turn the recommendations from the Strategic Market Insight into practical commercial opportunities for your company, then you may need extra consumer and market analyses. Together with our consultant, you create an action plan designed to address your additional issues in greater depth.

For more information and references, please visit:

[www.royalfloraholland.com/en/campaign/insight-creates-opportunities](http://www.royalfloraholland.com/en/campaign/insight-creates-opportunities)

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