



Custom Research

A trusted partner to deliver a tailored solution

At Planet Retail, we believe a trusted information resource is mission critical to any business, now more than ever. Tough, global economic conditions are forcing retailers and suppliers to respond quickly to rapidly changing customer behaviour.

In these extraordinary times, when you need to be closer to your customer and more aware of market dynamics, we recognise that businesses have specific information needs; insight and intelligence that is not just timely and accurate, but proprietary and actionable. More importantly, you need a trusted partner to help you identify, research and answer the questions which will shape your business's strategy.

In addition to our core, market-leading online intelligence service, Planet Retail also offers a custom research service for customers who require more flexible, personalised attention. By partnering with our clients on specific research projects, we tailor a unique solution that leverages our market-leading data accuracy, proven methodology and global inhouse expertise.

Answer your questions about today, tomorrow and beyond

Our collaborative approach to custom research aims to deliver exactly the insight you need by working with you to ensure your brief asks the right questions, whether your objective is to attract and retain customers, seek new markets, diversify your channel strategy or minimise investment risk.

Our unparalleled knowledge of global retailing coupled with our blue-chip client base of retailers, FMCG suppliers and service providers means we know the questions at the top of every Senior Executive's mind.

For Suppliers, questions like:

- Which trading partners offer the greatest opportunity and which present the most risk?
- What are the most attractive markets and channels for my products and why?
- Which retailers are driving customer loyalty of my brand and why?
- How can I service my best customer (retailers) better?

For Retailers, questions like:

- What are the winning strategies in retailing in a recession?
- Which retail markets offer the most opportunity and which present the greatest risk?
- What are best practices and key factors behind customer loyalty?
- What will the competitive landscape in my market look like in 2010 and beyond?

Types of Research:

- Customised Data Provision
- Quarterly Trading Analysis
- Tailor-made Briefings & Presentations
- Training
- Research Papers
- Sponsored White papers
- Store Visits

Subject Areas:

- National, Regional & Global benchmarking
- Shopper Insights
- Retailer Insights
- Emerging Market Opportunities
- IT & Supply Chain
- Sustainability Best Practice
- Private Label
- Loyalty Programmes
- Product Category Information
- Channel Diversification
- Macroeconomics and more...

Specialists in retail: The Planet Retail advantage

In these dynamic market conditions, good research must be timely without compromising accuracy. With many general market research providers, projects can be delayed as the brief needs to be wholly defined by the customer. Once the project is begun, the research is often conducted by analysts unfamiliar with your industry or who rely on out-dated secondary sources.

As the market leader in global retail intelligence, we are the specialists. Planet Retail doesn't just "answer the brief", we work with you to ensure the deliverables will provide the information you really need. Our custom research is conducted by our own inhouse team of experts who are specialists in retail subject areas. They are also trained in our market leading research methodology with access to our up-to-the minute online intelligence database.

Why trust your custom research to Planet Retail?

A market-leading authority: Our intelligence services are used by the world's leading retailers, consumer goods manufacturers, consultancies and financial institutions, who trust our methodology and data accuracy for day-to-day decision-making.

Unique pan-retail coverage: From mass retailers, grocers, food service operations and pharmacists to electronics and entertainment goods specialists, we are uniquely positioned to address multi-channel retail issues so prevalent in today's retail environment.

Subject matter expertise: Our inhouse team of experienced analysts have a wide range of retail expertise, including Private Label, Emerging Markets, Sustainability, IT and Supply Chain. Many of our analysts frequently speak at major industry events and are consulted by the media for their in-depth knowledge of events shaping the industry.

Global and local knowledge: Our coverage of over 7,000 retail operations around the world is unsurpassed. We also monitor 211 retail markets with on-the-ground analysts in key emerging markets such as China and India.

The custom research process

We pride ourselves on delivering a proposal within 48 hours after receiving your brief.

Before we can effectively conduct any research project, we will need to have a clear understanding of what you are trying to accomplish in order to define the project's objectives. A special team will consult with you during the planning stage to ensure that the right questions are asked. Once the brief is fully defined, your project will be matched with the appropriate skill-set amongst our analyst team and be treated confidentially throughout the entire process. Our methodology is transparent and often employs a mix of primary and secondary sources such as interviews, surveys, desk research, consumer polling and store visits to achieve optimum results.

Contact us

To find out more about our custom research service please contact our Customer Services team on: +44 (0)207 728 5600 alternatively, you can send your enquiries to info@planetretail.net.