Scheduling
WORLDWIDE

Retail audit

Some Experience in Numbers

100+ Programs per year

20+ Satisfied clients

20+ Comparison analysis

40+ Changing in motivational system

52 Countries coverage

Know the facts about how your brand is positioned in store, and how it is viewed by customers

What is a Brand Audit?

A brand audit is a thorough examination of a brand's current position in the market compared to its competitors and a review of its effectiveness.

It helps you determine the strength of your brand together with its weaknesses or inconsistencies and opportunities for improvement and new developments.

Know the facts about how your brand is positioned in store, and how it is viewed by customers

Our in-depth retail compliance audits are conducted by a trained team and provide information on:

- Product Distribution
- Share of shelf
- Visibility Touchpoints
- Promotional Compliance
- Brand positioning
- Number of facings
- Monitoring competitor activity
- Pricing
- Customer interaction
- Cash integrity
- Loss prevention

What are

Price Audits

- **Price Audits are exactly what they sound like:** a specific listing of products and/or SKU numbers and the associated retail prices being displayed for consumer purchase as of the date of the audit. They allow companies to see a snap shot of how their present pricing compares with that of their identified competitors.

- **This data can then be used to make adjustments** to, or affirmations of, the company's current pricing structure, as well as develop pricing strategies, promotions and sales for upcoming quarters.

- **Due to the cost-effective nature of price audits,** these measurement tools are a key element of a corporate customer intelligence strategy. They are used heavily in retail environments, but also have utility in any industry in which there is a competitive environment.

With pricing audits, you can

Make adjustments to, or affirmations of, the competitor company's current pricing structure

Compare your price level to that of your competitors

Check the competitor's prices and policies

To give an answer on, how does your pricing, product selection and inventory stack up against your competitors

Develop pricing strategy

Develop promotions and sales for upcoming quarters.

Makes employees aware of what is important in serving customers, using the competitor's background

Allows for competitive analyses

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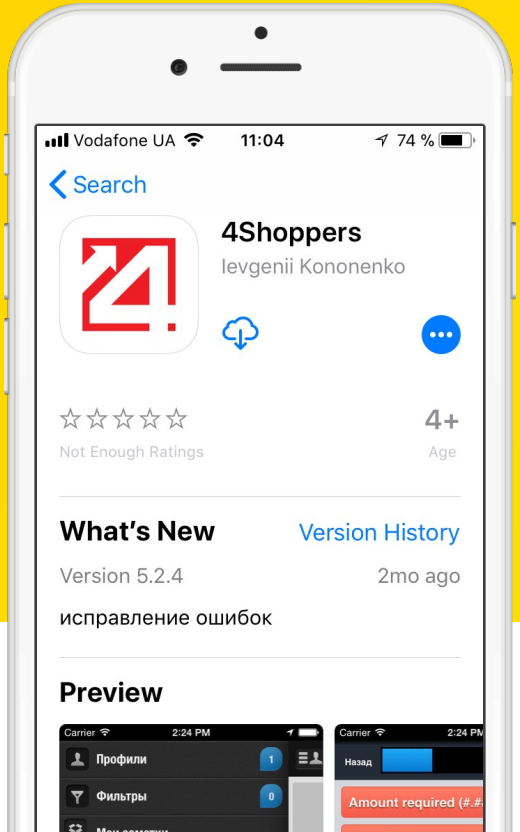
PHOTOMONITORING:
4SHOPPERS app

iOS



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VALUES

Performance

Real time employee performance check;
Staff control tool.

Additional functions

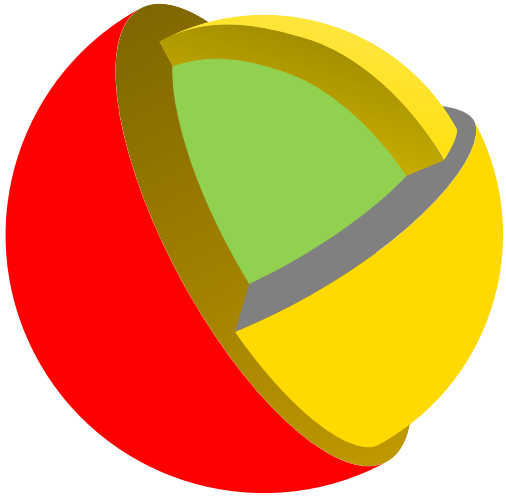
Results validation, reporting, return for reshop.

Alternative

An open audit alternative.

Processing

May be performed at the specified time;
Element of surprise.



Cost effective

Addition to Mystery Shopping program for reasonable rate

Merchandizing

Maintain things in point of sale organized.

Infographics

On-line statistics;
Possibility to download data in Excel and PDF.

Why Scheduling?

Database Of 450 000+
Variety Of Devices

Agile Approach
Day-to-day Scram Sessions

Real World Testing
Realistic measure of product performance

Fieldwork Speed
Quick Interaction

Online Statistics
Statistics Availability 24/7

Target Audience Selection
Unique opinions

POS Readiness Check
Global payment systems

Cheaper Than QA Engineer
Budget cut

Global Coverage
52+ Countries

Data Quality Check
Proofreading, Artefacts and Data quality check

Get Free Sample

of Retail Audits program and analytical report.

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