



# Price

audit



# Some Experience **in Numbers**

**100+** Programs per year

**40+** Changing in motivational system

**20+** Satisfied clients

**52** COUNTRIES coverage

**20+** Comparison analysis

# Branches we experienced the price audit

Agriculture

Tobacco industry

Software industry

Petroleum industry

Insurance industry

Food industry

Automotive industry

Retail

Jewelry

Consumer food

Alcoholic Beverages

Savings & Loans

**Beer, Wine & Liquor  
Food Stores**



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



Develop pricing strategy



Compare your price level to that of your competitors



Develop promotions and sales for upcoming quarters.



Check the competitor's prices and policies



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



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



Allows for competitive analyses

# Price audit areas



## Undirected Audits

Find out exactly what products your competitors are carrying in their stores without them knowing a thing



## Directed Audits

Recurring pricing feed of your top selling SKUs gathered from in-store competitors around the nation on a weekly, monthly, or quarterly basis



## Custom Project

If you have a one-time project to complete, our auditors can gather information from any product at any store – whenever you need it.



## Complex competitor price audit

Get insight into when your competitors are offering sales to boost your own revenue driving behaviors.

# 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<sup>o</sup>

of Retail Audits program and analytical report.

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