

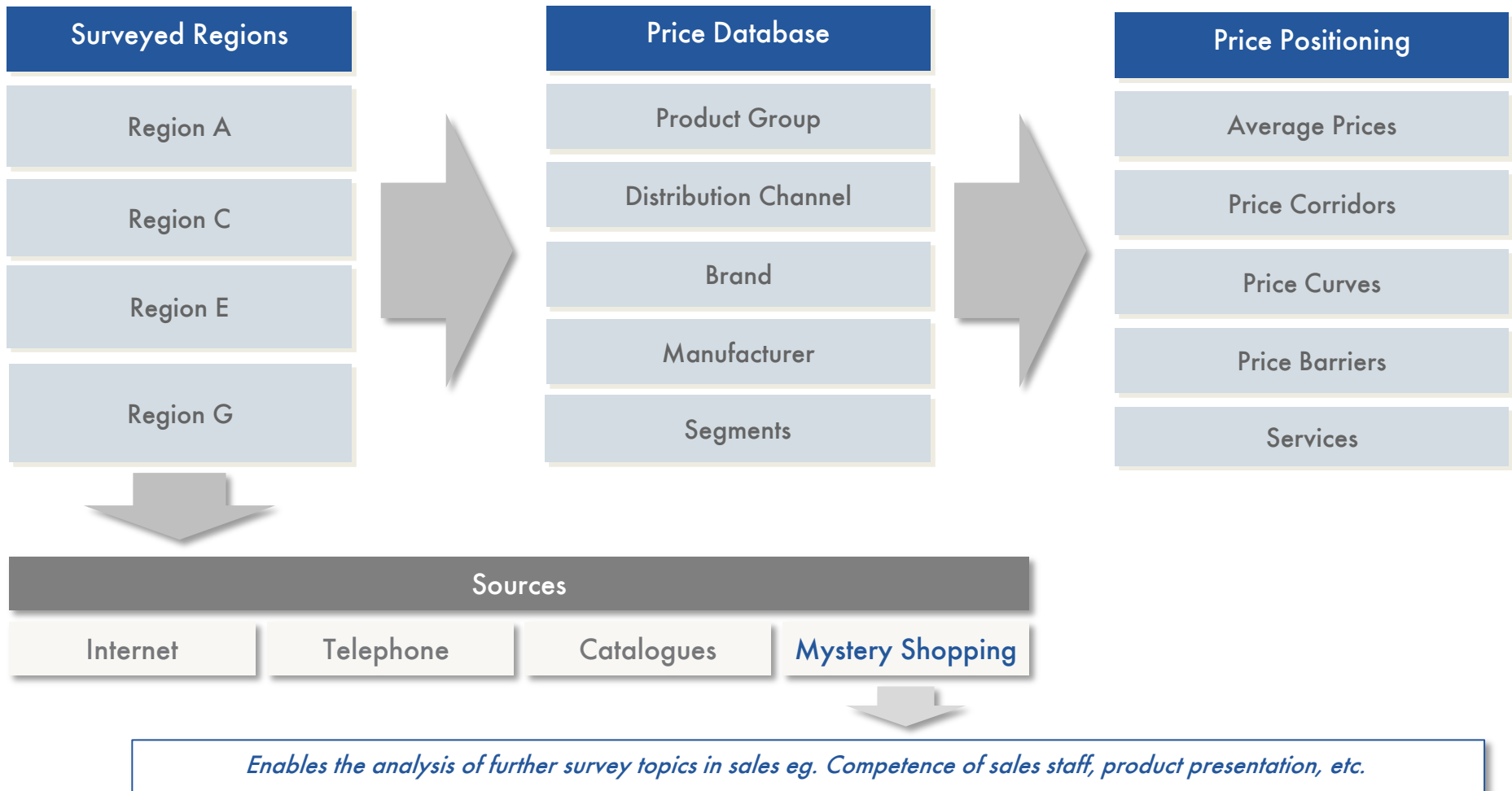


IC Price Reserach Price-Monitoring

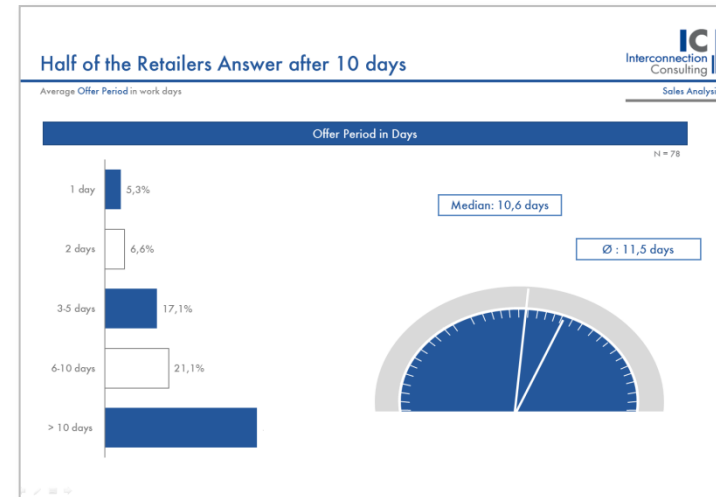
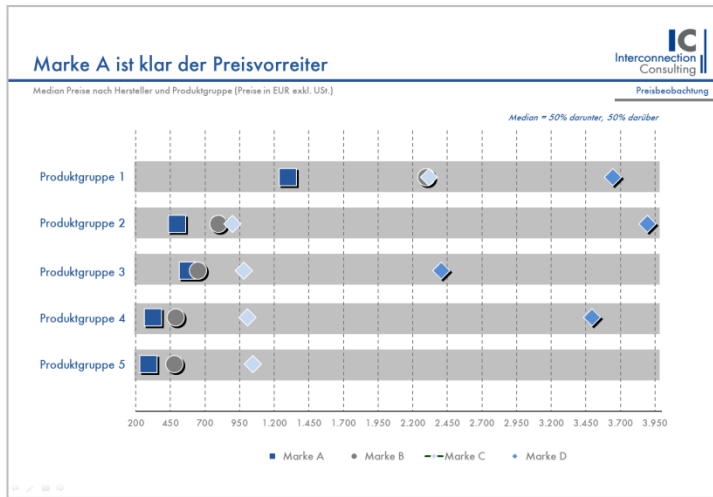
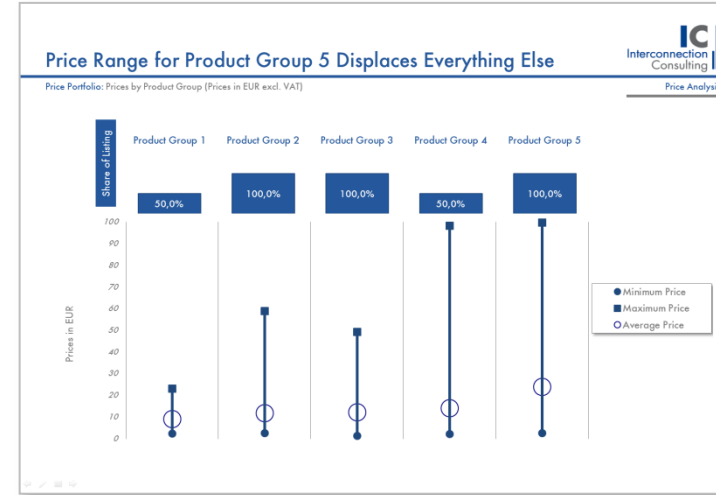
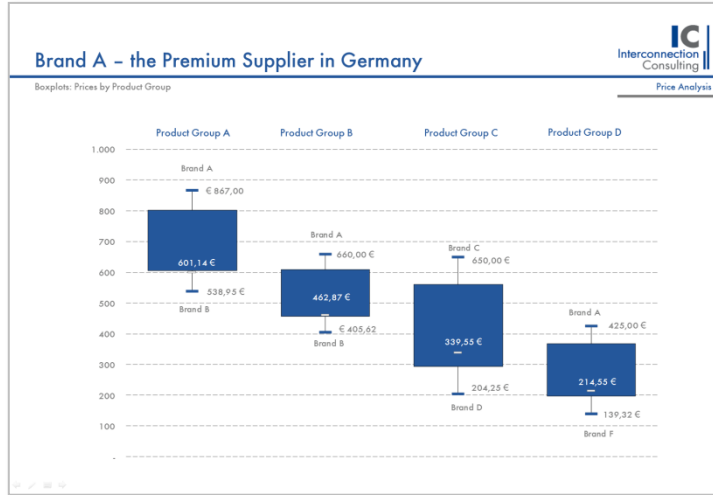
Price Monitoring – the Minimum of Price Research

- You should know about the price situation on the market
 - ⇒ „*What prices do your competitors offer?*“
- Accordingly price monitoring is the minimum of price research
- Price monitoring creates price transparency. You will learn:
 - Price positioning of the market players by product group, distribution channel, etc.
 - Price ranges between different manufacturer
 - Price threshold
 - Market value of specific product features and their value from customers point of view (which product features effect the price – eg. Cutting width of a lawnmower)
- Full benefits evolve in course of a regular price monitoring

Structure of a Typical Price Monitoring



Sample Charts from our Price Monitoring Projects



Investmentplan in Your Price-Monitoring

Costs, Time Schedule and our USP

Price Monitoring

Project Steps		Duration
1	Kick Off	1 day
2	Survey	2-4 weeks
3	Data Analysis	1-2 weeks
4	Final Report	1 week

Our USP

- High level of cooperation – you are involved in all project steps providing voll transparence. Our analysists are always available for you
- Full transparence: Access to all e-mail accounts / conversations will be recorded
- Methodology Know-How – Academic market research meets practical

Costs

Costs and time schedule of such a projected price monitoring depend strongly on the specific project design – survey methodology, regional scope as well as the number of prices which have to be surveyed.

About Interconnection

- Longtime experience in the field of B2C and B2B market research
- Company own Interview-Center providing a wide range of language competence through native speakers
- We support you implementing the results of the research in strategies!

Our Goals is to Support You Recording Substantial Market Growth



For further questions,
please do not hesitate to contact us!

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