

## IC Price Monitoring through Mystery Shopping

# Certain Industries Require New, Creative Approaches to Analyze Market Prices

- Certain industries rise challenges for classic price monitoring
  - **B2B** – *missing price lists, prices depending on individual specifications, obsolete price lists due to discount policies, etc.*
  - **B2C** – *exclusive retail structures, missing RRP's and discount policies, etc.*
  - **Services** – *missing price information due to individual, project related pricing*
- New approaches of price surveys apart from desk research are necessary

**B 2 B**

Business-to-Business

**B 2 C**

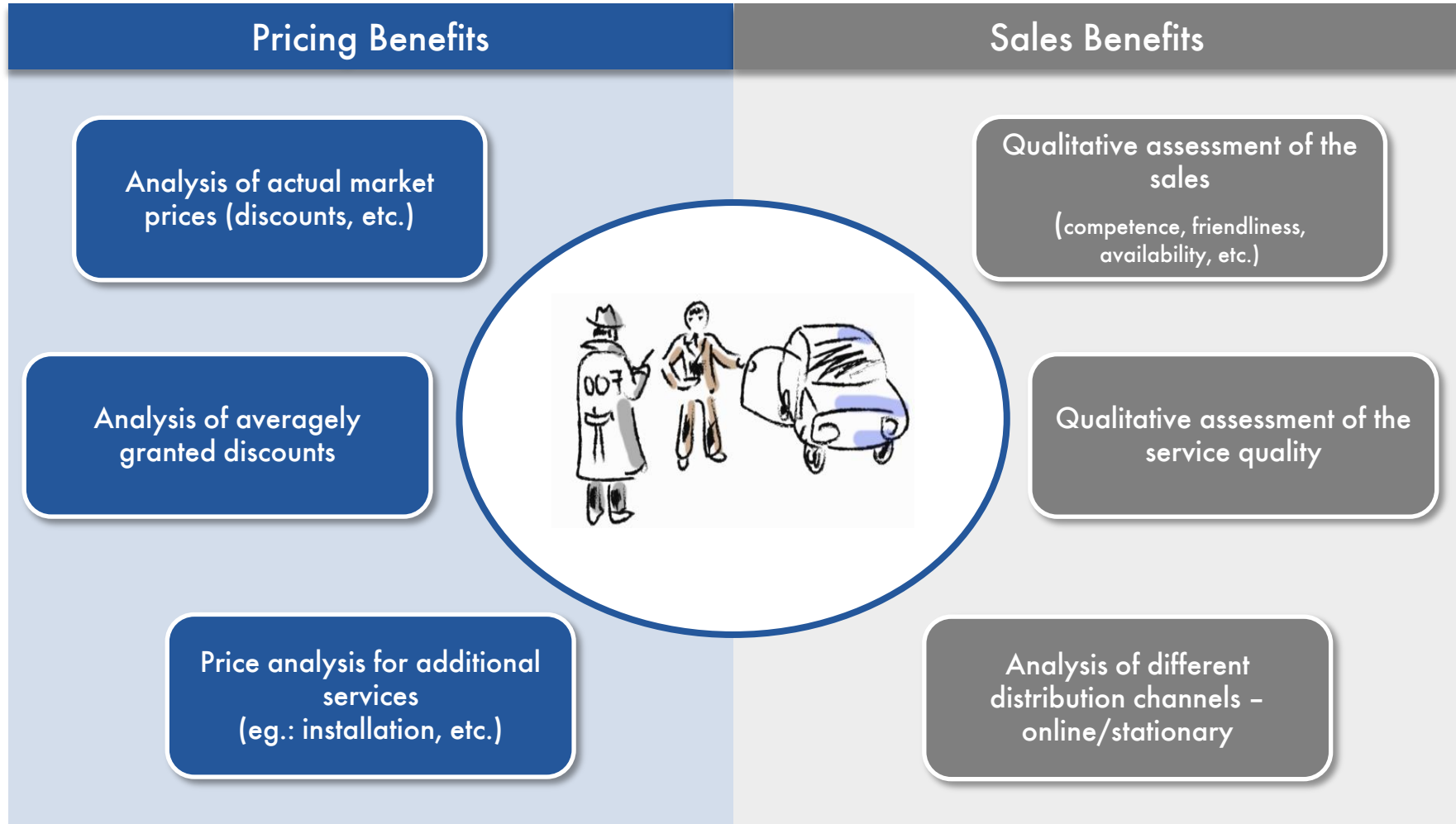
Business-to-Consumer

**SERVICES**

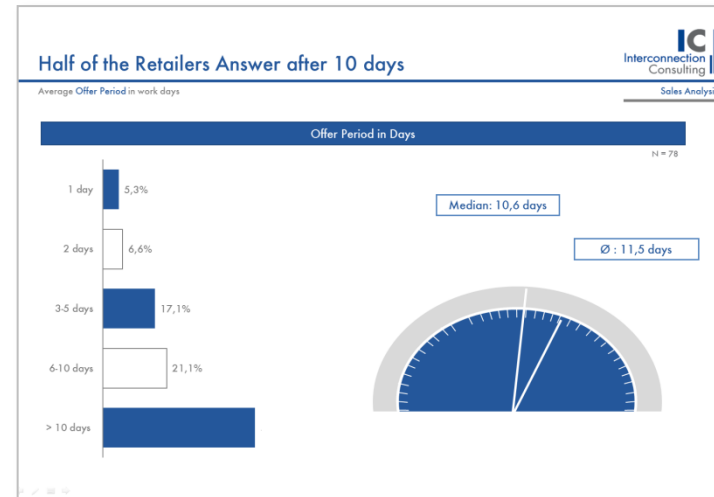
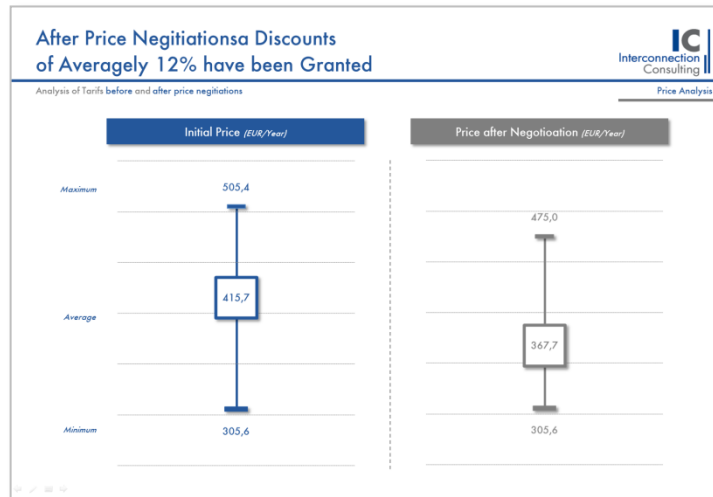
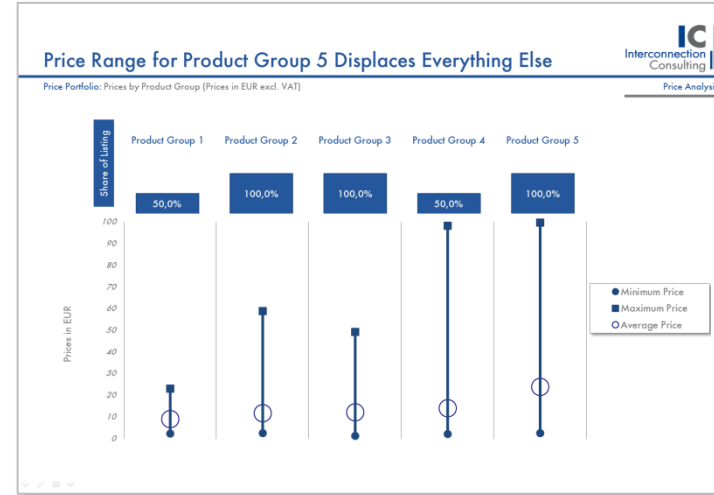
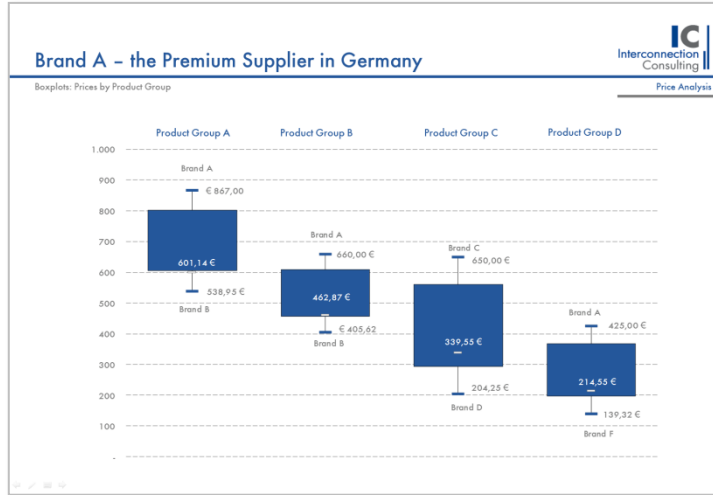
# ... the Solution is Price Monitoring through Mystery Shopping



# Why Mystery Shopping?



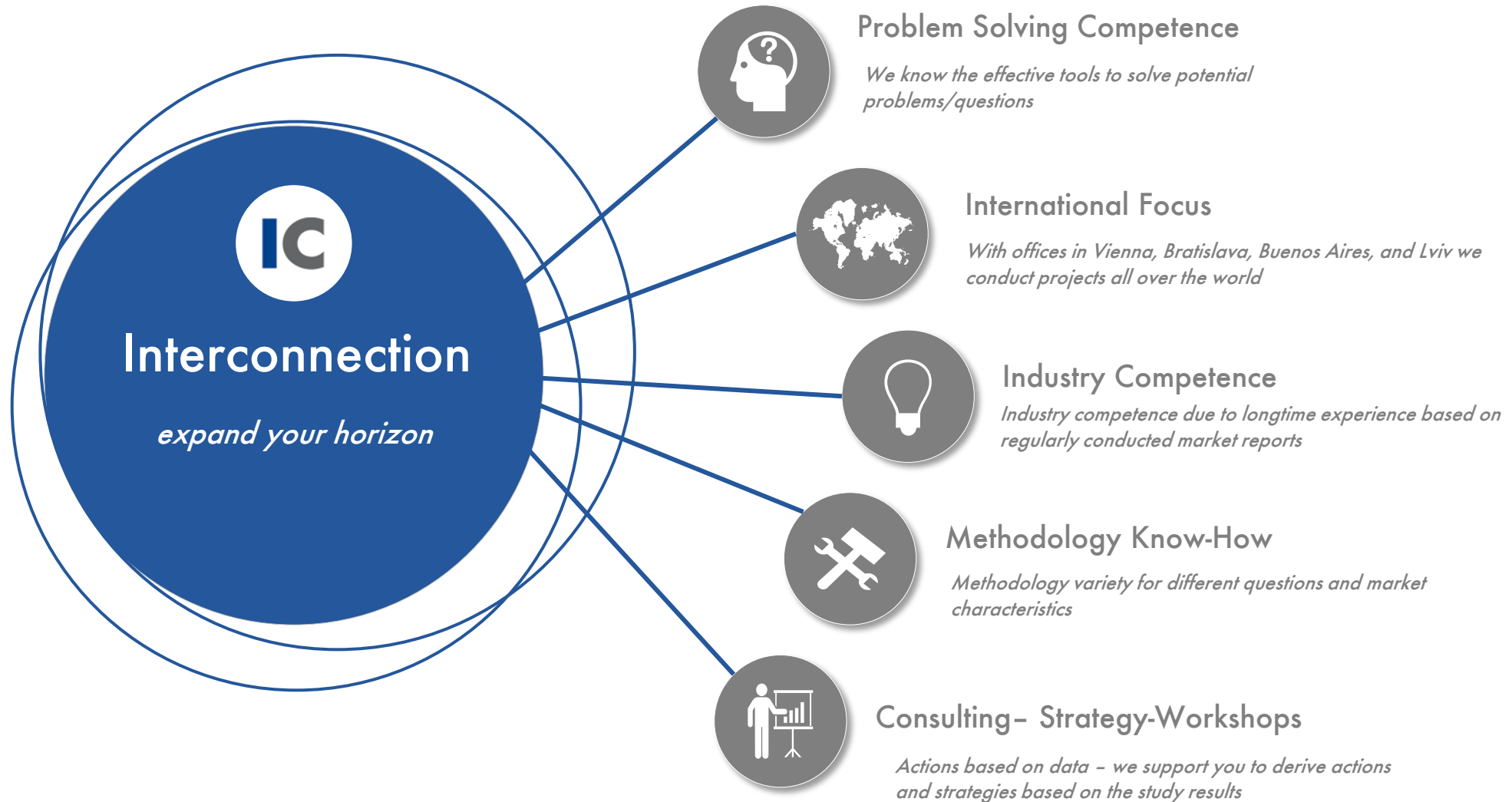
# Sample Charts of the IC Mystery Shopping – Price Monitoring



# The Investment Plan for Your Price Analysis through Mystery Shopping

Project Step		Duration	Our USP
1	Kick Off	1 day	<ul style="list-style-type: none"><li>• High level of cooperation – you are involved in all project steps providing voll transparence. Our analysists are always available for you</li><li>• Full transparence: Access to all e-mail accounts / conversations will be recorded</li><li>• Methodology Know-How – Academic market research meets practical</li></ul>
2	Survey	2-4 weeks	
3	Data Analysis	1-2 weeks	
4	Final Report	1 weeks	
Costs			About Interconnection
<p>Costs and time exposure for a price analysis through mystery shopping depend on the complexity of the buying scenario as well as the number of surveyed prices</p>			<ul style="list-style-type: none"><li>• Longtime experience in the field of B2C and B2B market research</li><li>• Company own Interview-Center providing a wide range of language competence through native speakers</li><li>• We support you implementing the results of the research in strategies!</li></ul>

# Our Goals is to Support You Recording Substantial Market Growth



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

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