



Interconnection
Market Intelligence -Tools
Office Furniture Industry

4 Success Factors for the Office Furniture Industry ... Interconnection Provides Data and Information Therefore

Prizing

Price optimization based on customer value



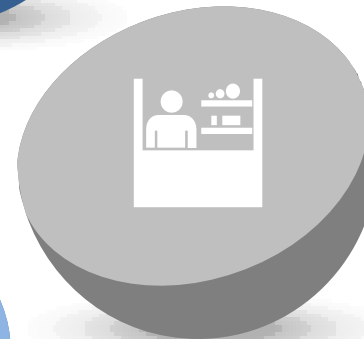
Brand Insights

Brand Awareness, Image, Strengths/Weaknesses, etc.



Distribution Analysis

Relevance of distribution channels, Retailer-Brand Matrix, etc.



Buying Behavior

Roots-to-Market, Decision Maker/ Influencer, Information Behavior, etc.



We Deliver Input in Order to Direct Your Brand and Communication Policy

What makes a good brand insight?

Brand Insights



Brand Triangle

We not only analyze aided and unaided brand awareness but also brand usage as well as inferior- and superior brands

Brand Scorecards

Learn about the actual strengths and weaknesses of your brand in comparison to your competitors

Cause Analysis

We survey the reasons behind your strengths and weakness eg. Reasons for the willingness to change providers/brands

IC Brand Commitment

New approaches like the IC Brand-Commitment enable you to learn about the threat of customer migration

Brand Positioning

Method mix of qualitative and quantitative surveys enable a deep insight in the emotional positioning of your brand

Benefits of the IC Pricing Tool



Simulation of **price change effects** on the own market share



Information about how much **customers are ready to pay** for specific product features



New products can be tested even before the market launch



You will find the **optimal price** for your products



It is based on the **most valid approach** to identify price-sales functions



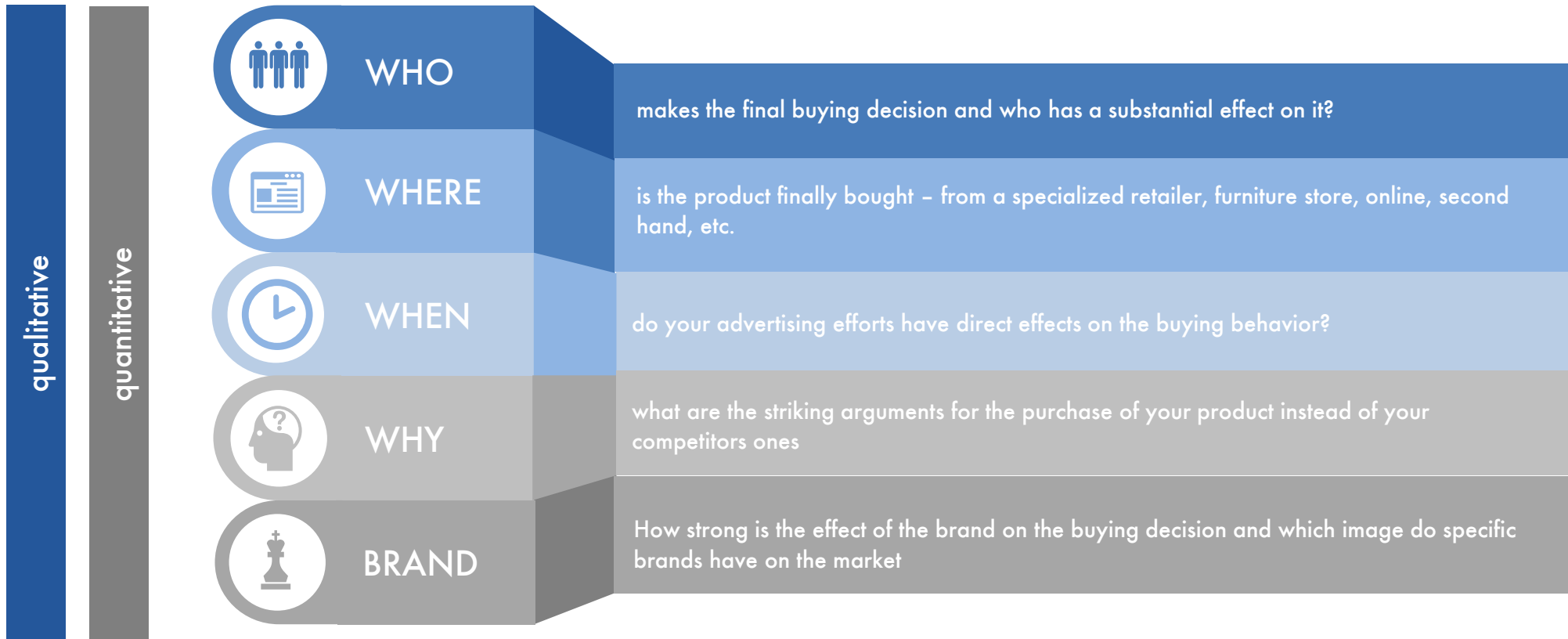
It delivers crucial **input for the marketing**



You have a **competitive edge** compared to your competitors, as you understand how **customers will react on price and product changes**



We Explain How Your Customers are Wired

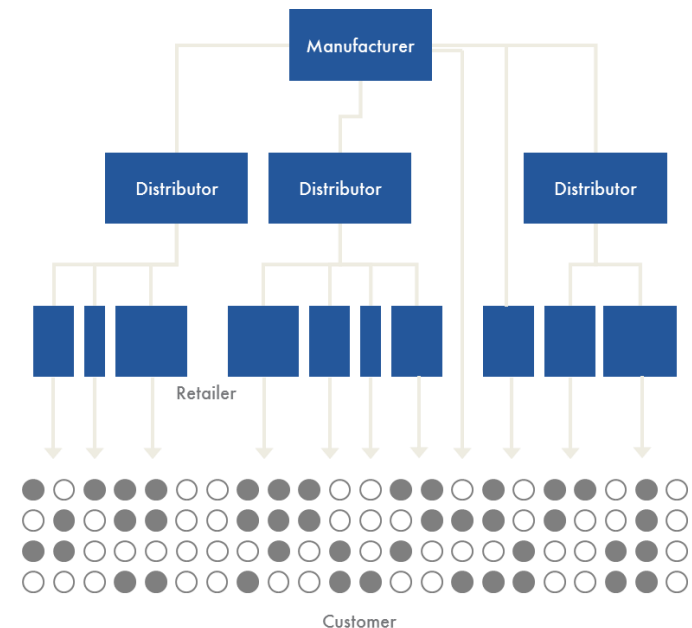


We Support You to Optimize your Distribution Strategy

An Interconnection distribution analysis supports you ...



- acquiring an overview about the distribution system for your product groups on international markets
- learning which retailers/distributors are listening which brands- Channel-Matrix
- gaining information about the dynamic within certain distribution channels
- learning what retailers are thinking about your brand
- and finally: it helps you to manage your sales channels more efficiently



Your BENEFITS: Transparency about the distribution structures and strategies on the market

What Else You Should Know



Interconnection is specialized in research for the furniture industry.

We conduct annually a wide variety of projects within the furniture industry such as market analysis, brand insights, distribution analysis etc.

Our specialty is internationality

For further questions
please do not hesitate to contact us!

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