



Welcome & short introduction of GfK RT

Fredrik Hallberg, General Manager GfK RT CEE

- 1 The principles of GfK Retail and Technology**
- 2 The GfK Reporting Framework**

GfK Group

Retail and Technology

3

To be the preferred supplier for “sales out information” for Technology Products

- ✓ **All** the Consumer Technology products
- ✓ Cooperation with **all the retailers**
- ✓ A “**global uniform code plan**” for the features
- ✓ All our information produced and available from
our own web based information system
S*T*A*R*T*R*A*C*K

GfK

worldwide No. 4 in the market research world

GfK Retail and Technology

No. 1 in the durables research world

GfK Retail and Technology – non-food competence

5



Entertainment



Fashion



Stationary



DIY/ Lighting



MDA/SDA



Consumer Electronics

GfK

Auditing more than 300 product groups covering more than 4,9 mio articles in more than 190.000 outlets with a global reach in > 100 countries



IT



Photo



Optics



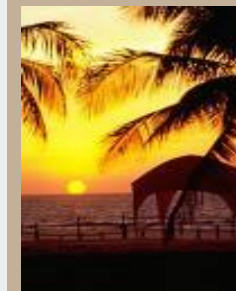
Telecom



Mobile Content



Gardening



Tourism



In Car Electronics

The “Technology” Products

6

A different marketing from the FMCG

No categories – **modell-based**

Low **frequency of purchase**

Re-use of the product is possible

Price relatively **high** by comparison to FMCG

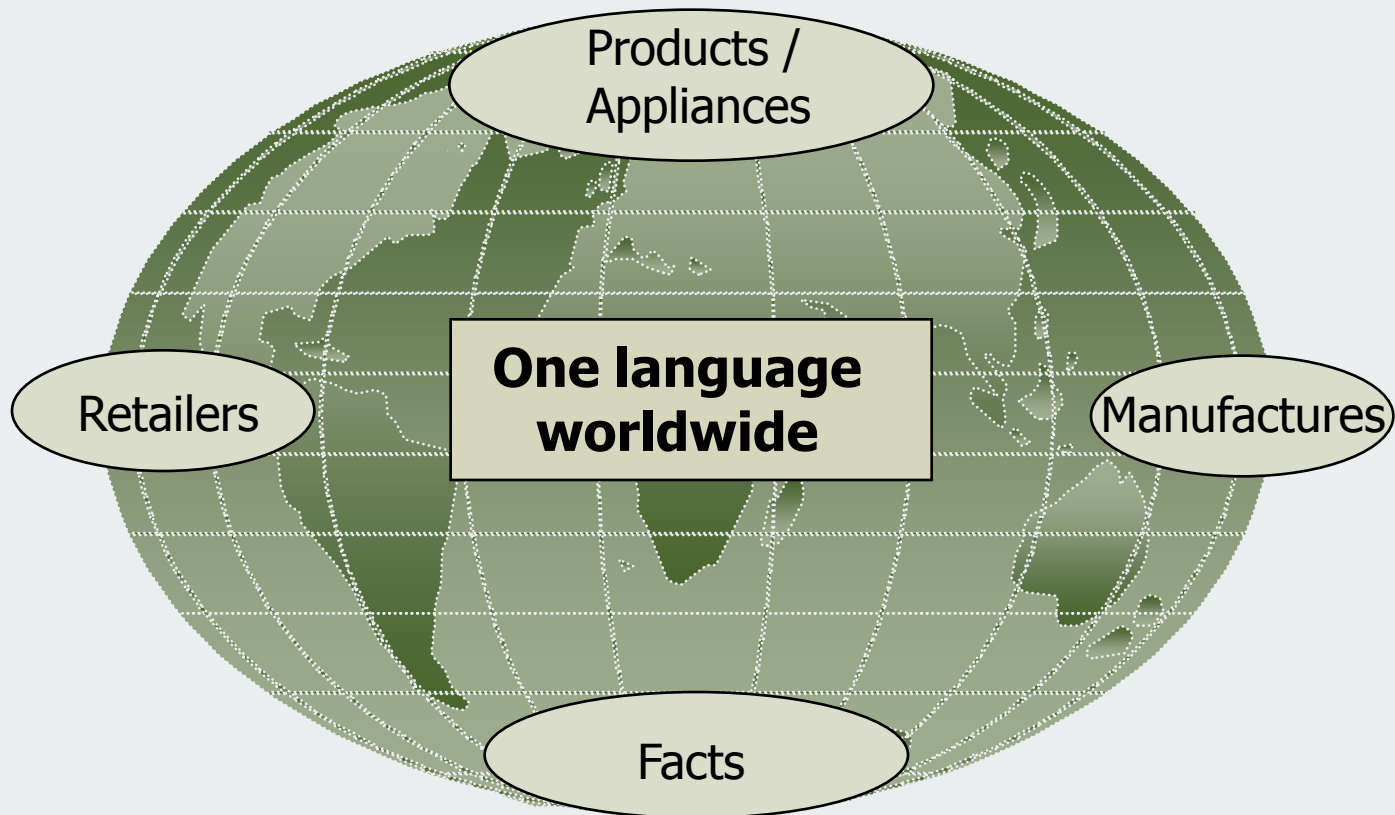
Long life cycle (between 2-3 months and 20 years)

Product features have a **high value** for **production** and **marketing**

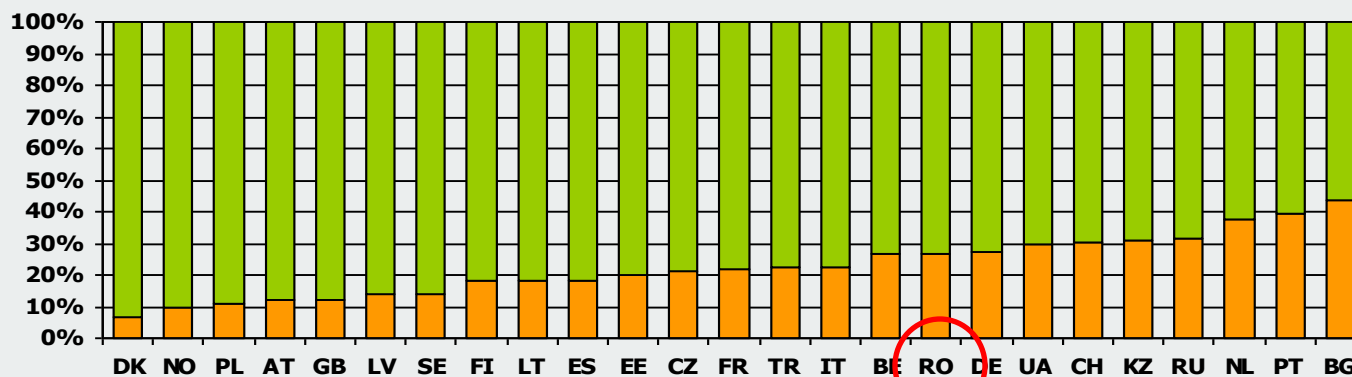
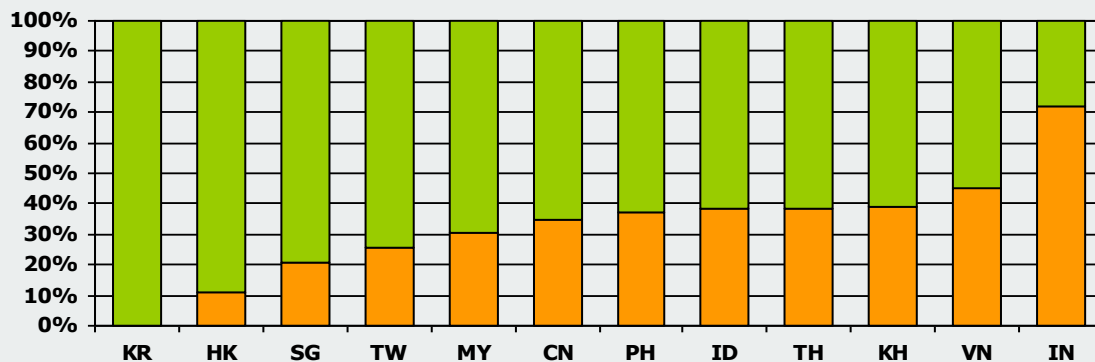
Assistance on the point of sale for decision making

Global Information for durable markets

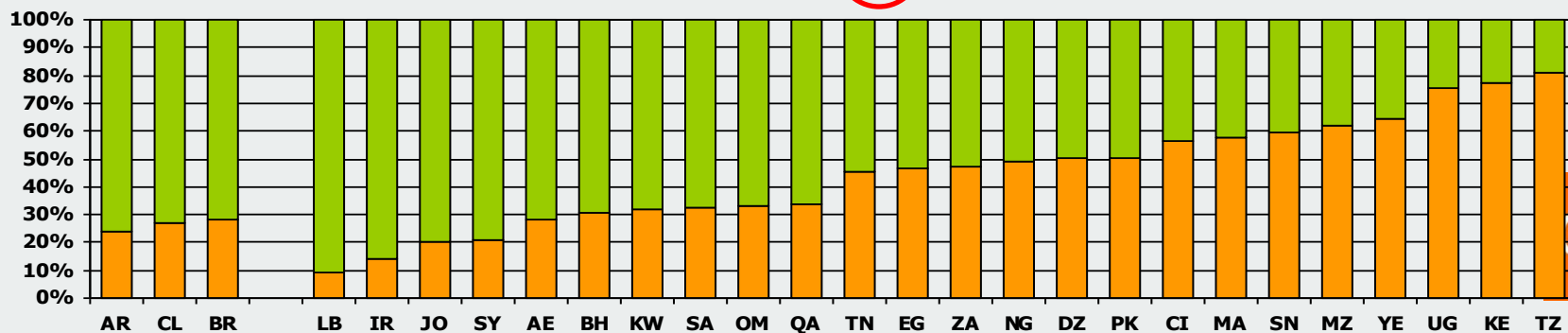
7



Mobile phones with built-in camera compared for 64 countries



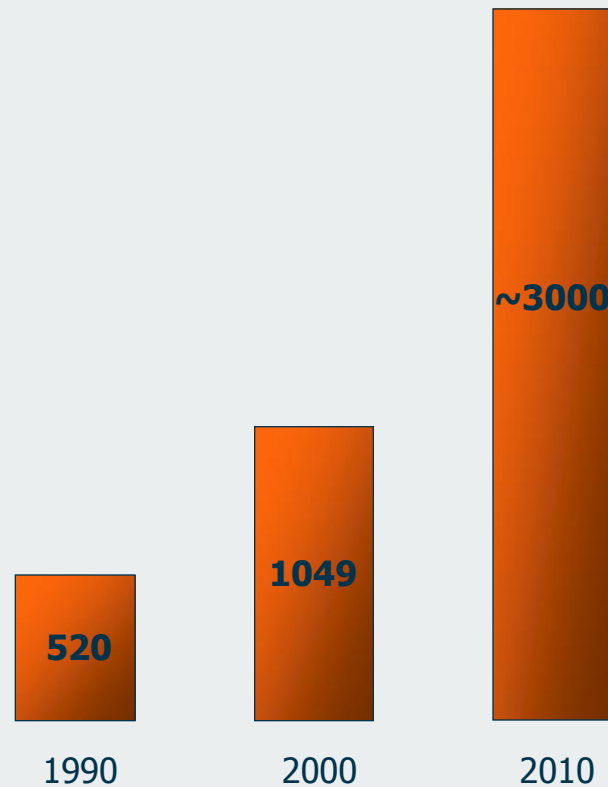
■ Built in Camera
■ No Camera



The Retail and Technology Business Unit

10

Full-time employees

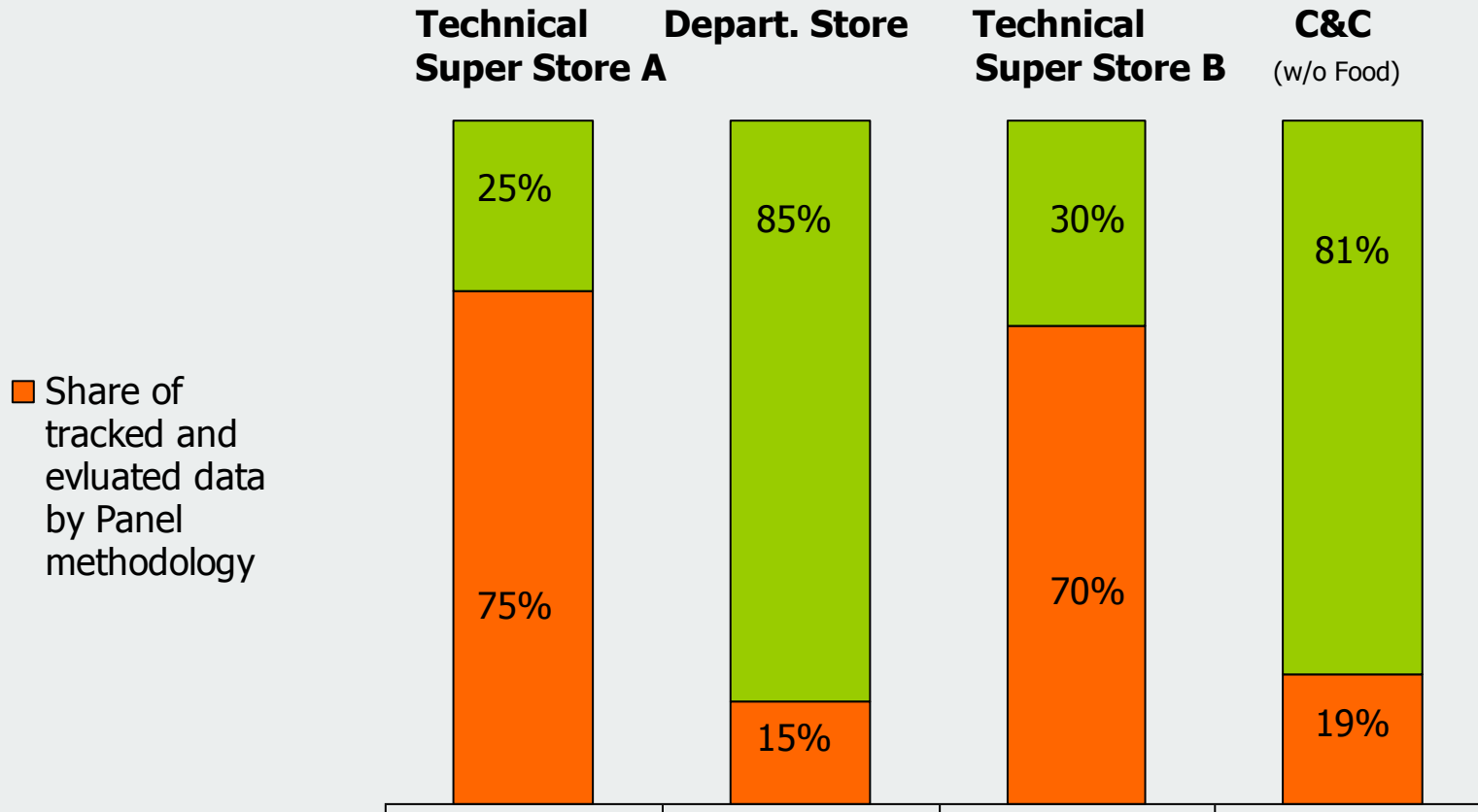


1 The reporting frame work

Panel – Total store reporting

The Status: Delivered Data vs. Evaluated Data (Examples)

12



The complementary approach → no conflict with traditional panel

13



Panel = market expertise by tracking single models



Total Store Reporting = market expertise by tracking on aggregated base

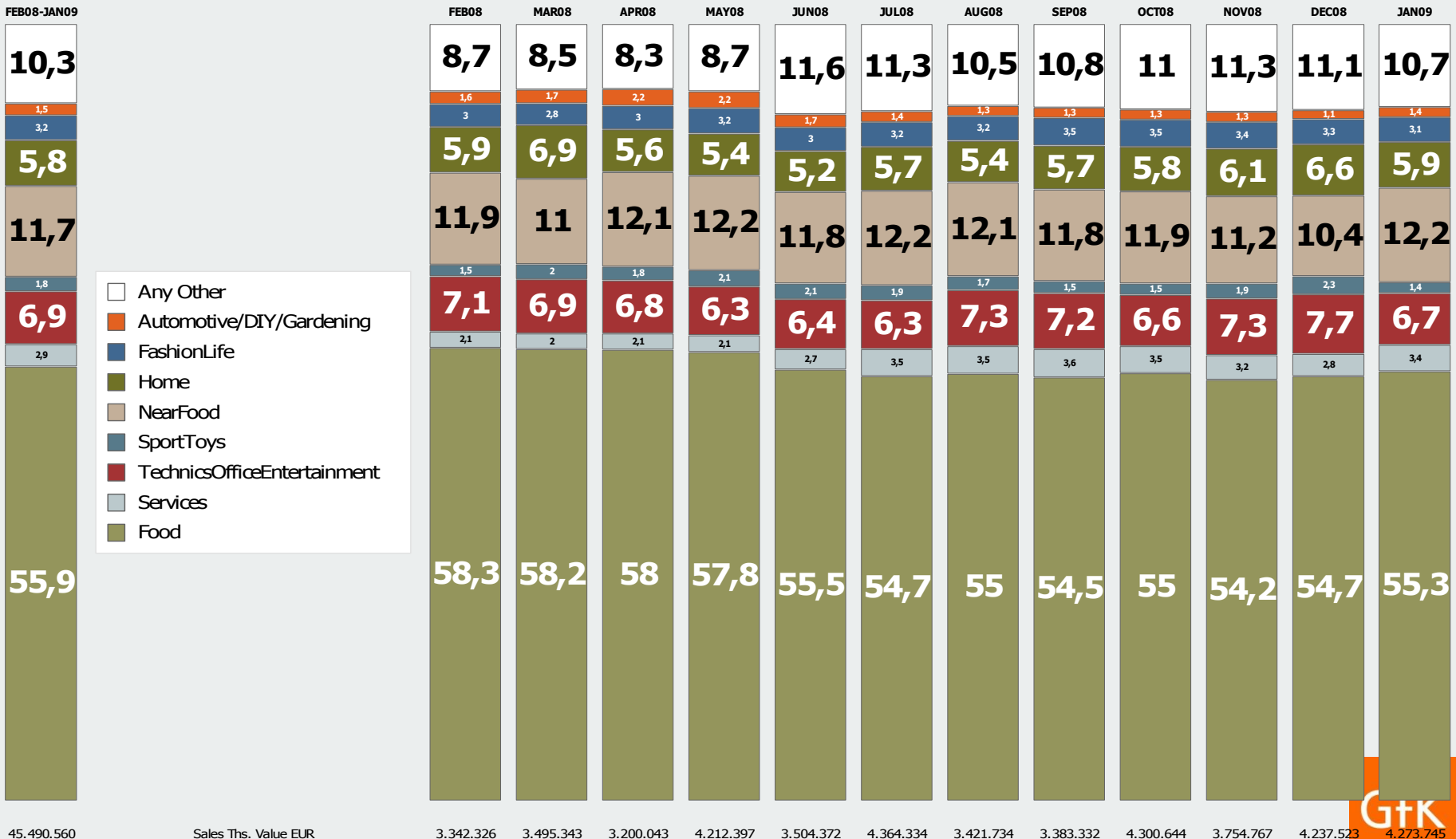
All Areas

Sales Value %

FEB08-JAN09

Total Store: Overview over all Areas

Germany Hypermarkets/Cash&Carry



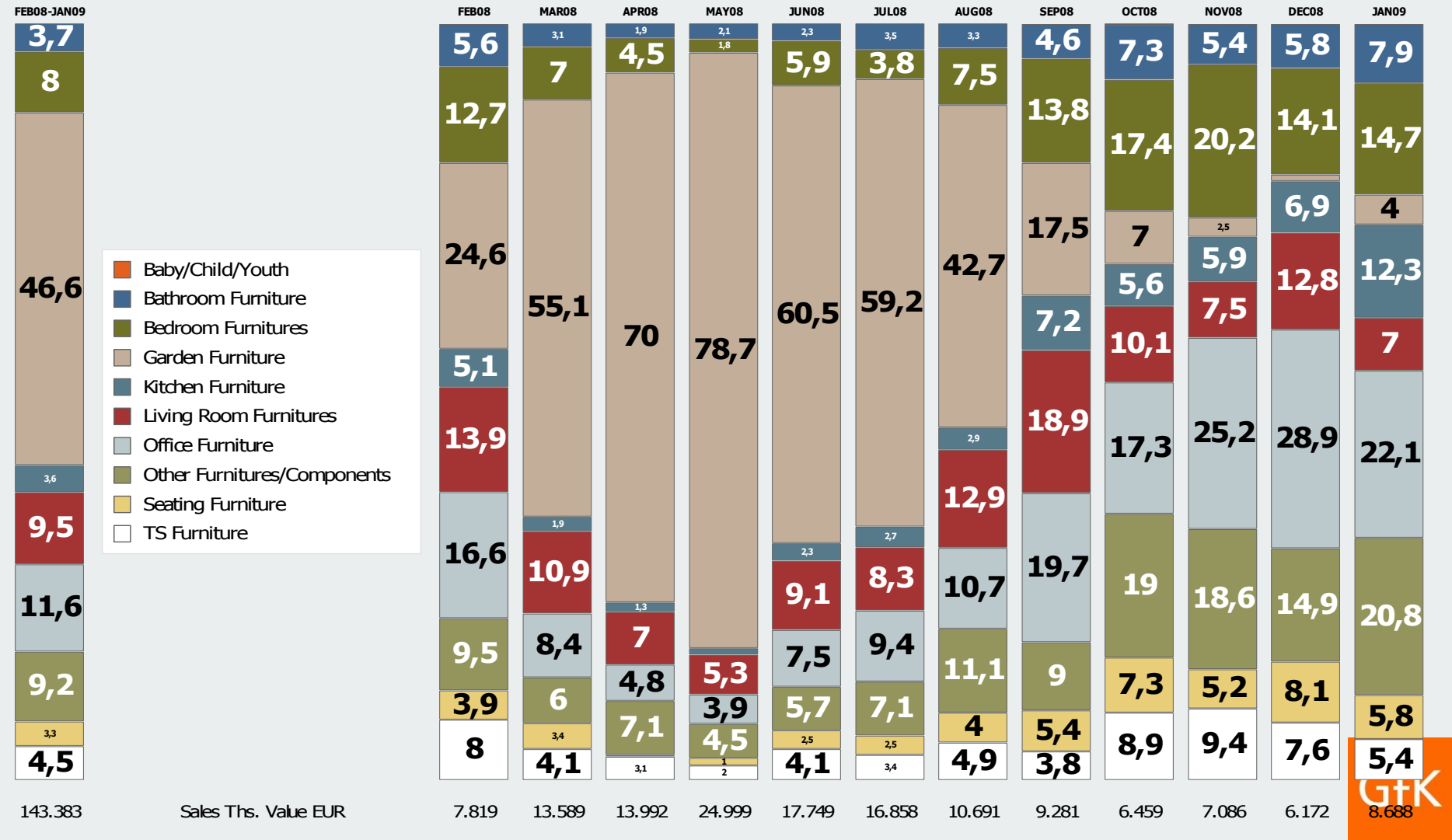
Sector: Furniture

Total Store/ Area Home /Sector Furniture

Sales Value %

Germany Hypermarkets/Cash&Carry

FEB08-JAN09



Panel and Total Store: Complementing services - the perfect package

16



Benefits

- Product/ assortment policy in detail (brands, products)
- Price policy
- Distribution
- Marketing

Target group

- Sales, Purchasing, Product Management, Marketing

Benefits

- Total benchmark to competitors
- Strategic management of assortment and controlling

Target group

- Top Management, Strategic Planning

**Thank you for your attention
and once again welcome to our conference**