

Review on your relevant market segment and competitive situation

€ 1.195,-

The relevant market, your main competitors, their market approach and position, assortment and pricing strategy. Strengths and weaknesses, opportunities and threats in your market segment.

Content in detail:

- ✓ Total market size in your relevant market.
- ✓ Your main competitors in the market: market shares, sales volumes, profits, company structures
- ✓ Review on market strategies, USP's, target groups
- ✓ Cross/Multi/Omni Channel approach used. Sales channels used by your competitors (Print, shops, E-Commerce, M-Commerce)
- ✓ Review on strengths and weaknesses, USP's, Benchmark, best practices
- ✓ Marketing tools, sales and communications strategy
- ✓ Overview on service strategies, service levels and conditions
- ✓ Highlights on assortments and pricing
- ✓ Review on trends and developments in the relevant market
- ✓ Estimate on risks and opportunities
- ✓ First indications on necessary adjustments to your existing webshop

Report delivered digitally in Powerpoint, in English. Our white paper on the Dutch market is included in the report.

At your request, we are available for an inhouse personal presentation and discussion (not included). Please contact us to discuss possibilities and prices. (Prices without VAT).