

RETAIL MANAGEMENT

In the intensely competitive retail sector, it is essential to understand your markets and your customers, as well as your strategic market positioning.

MVA BMSR works closely with large-scale shopping malls and retail operators in HK and Mainland China at various stages of retail management. We provide a wide range of customized research and consulting solutions to help our clients fully understand their strengths and weaknesses. It is a crucial element for planning and developing market strategies to retain customers, building customer loyalty and simulating trial or purchase, in order to sustain and reinforce market share.

MVA CAN HELP YOU ...

FROM PERSPECTIVE OF PATRONS

Understand today's increasingly knowledgeable & demanding patrons...

- ❖ Patron profiling & tracking
- ❖ Patron usage & attitude study
- ❖ Patron behavior study
- ❖ Patron satisfaction survey
- ❖ Patron feedback & response
- ❖ Patron loyalty & retention
- ❖ Attitude & response towards promotions
- ❖ Communication effectiveness
- ❖ Brand awareness & perception
- ❖ Perception test for new products, brands & concepts
- ❖ Patron traffics & flow



FROM PERSPECTIVE OF RETAIL OPERATORS

Keep abreast of changing market dynamics, understand brand positioning & explore market potentials...

- ❖ Product / service enhancement
- ❖ Market intelligence & trends tracking
- ❖ Competitive mapping & positioning
- ❖ Strategic marketing planning & research
- ❖ Market potential assessment



- ❖ Brand advisory
- ❖ Retail / mall branding & positioning
- ❖ Price study
- ❖ Promotions effectiveness
- ❖ Retail catchment / location analysis
- ❖ Stakeholders feedback & relationship building

MVA protocols & tools:

- Brand VA™: full-service branding research tool
- VISSIM: visual simulation model of patron traffic & flow
- Pioneer retail study: strategic retail catchment & site location evaluation
- Knowledge management
- Mystery shopping
- In-store interview
- In-depth interview
- Quantitative observation
- Workshop
- Focus group

For further information on MVA's Research and Consulting practices, please contact us at bmsr@mvaasia.com



MVA HONG KONG LTD.

*Business, market
& social research*