



Retail Breakfast – Launching Market Blueprint: Retail performance management information for 2010

Quantium has recently formed a joint venture with one of Australia's Big 4 banks to develop a new source of competitive intelligence and customer information called Market Blueprint.

Market Blueprint is a new market intelligence service – enabling the understanding of retail expenditure, customer behaviour and store performance. It will be the key source of market and competitor intelligence, tracking the winners and losers of 2010.

In this session, Tony Davis will utilise data from Market Blueprint and a range of other sources to discuss issues such as:

- Which retail markets are growing and which brands are really winning share in each category?
- How real is the online and home delivery threat to bricks and mortar retailing?
- Which customers share their spend between department / super-stores and specialist retailers?
- Which customers are brand loyal and where else do they shop - with what frequency and value?
- How should I promote my store across broadcast media and tactical promotions (from TV to catalogues)?
- How far will customers travel to each store, and how does each footprint differ by region and demographic?
- Where should I situate my next store and what is the effect of store openings, closures and refurbishments?
- How were results affected by specific sales or campaign activities?
- What are the wider shopping behaviours and lifestyles of each brand's customers, and how can these insights inform range extension opportunities?

Tony is a Director of Quantium and has led strategy and marketing programmes as both client executive and consultant to many of Australia's leading brands. His career focus has been on informed, data driven strategy and accountable, high performance marketing. He is also currently Chairman of ADMA, Australia's largest Marketing Trade Association.

Where: Adelaide Room, Sofitel Wentworth Hotel, Sydney

When: Wednesday 16 December 2009. 7.30am – 9.00am

If you would like to attend, please contact sabrina@quantium.com.au