## Merchandizr Market Intelligence



- Capturing real time data of merchandising activities to acquire qualitative and timely market intelligence reports which aid in quick data-driven decision making
- · Have visibility of all field activities through real time access to the data across multiple locations, projects and markets

We understand your challenges and need

**Provide the** ideal solution and...

## **KNOWLEDGE**

- Competitor activity analysis
- Stock outs
- Share of shelf
- Outlet coverage & frequency
- **Outlet efficiency**
- Productivity
- Maps
- Order values
- Zero sales
- Order trends
- Activity and time analysis
- Hours worked



www.virtualcity.co.ke vcproductpackages@azurewebsit es.net

Give back the desired outcome



## **DATA**

- Product availability
- Competitor activity
- Stock count
- Must sell
- Facings
- Outlet branding
- Supervisors' survey
- Managers' survey
- Orders
- **Outlet** mapping