



Our field auditing services are valuable tools that help you understand exactly what's happening in the market, thereby helping to optimize your retail sales and services.

Our experts conduct many types of crucial audits, including:

- category distribution analyses: plan-o-grams, pricing, distribution levels, out-of-stocks
- promotional snapshots: POS penetration, product availability and inventory levels
- competitive evaluations
- customized audits

*"In one year, we verified, analyzed and validated data on over 88,500 price - product relationships to help guide a client with market positioning. In just 10 days, we visited over 1,100 stores across Canada for a single client. We then compiled and analyzed 8,800 items that were strategically categorized in an easy-to-read report."*