



# COMPLIANCE AUDIT TO GAIN MARKET INFORMATION FOR DRINKS COMPANY

**Case Study:** Compliance Audit – Marketing Research for Drinks Company

To support a major drinks producer in its development strategy in France, a market research leader wanted to have a **compliance audit completed**

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## Case Study: Compliance Audit – Marketing Research for Drinks Company

A company specialising in market research in the field, was required to establish a report for one of its clients on its brands within retail stores, as well as those of its competitors, within various points of sale.



### REQUIREMENT

The market research company had to provide a major drinks producer and distributor with key data to act in a highly competitive market, so required RGIS to provide the following:

- Visit more than **300 hypermarkets and supermarkets** across France
- Audits to be **conducted over two months** (Oct–Nov) during opening hours
- **Audit and report** on the following for the customer's brand of soft drinks and spirits:
  - Allocated shelf space compared to the competitors' products
  - Verify the price as negotiated with the store
  - On-shelf stock availability of products



### SOLUTION

The market research company partnered with RGIS to complete the **compliance audit survey for market information project**, and provided the following:

- Scheduled a team of **eight experienced RGIS auditors** for the duration of eight weeks
- Planned between **35 and 40 compliance audits** per week
- Carried out the following **compliance audits** in both the soft drink and spirit departments:
  - **Dimensions** and type of shelf
  - **Location of product** within the store
  - **Scanned** each product category
  - **Quantity** of each product on the shelf
  - Calculation of the **maximum products per location**
- **Performed price audits** and out of stock item tracking simultaneously
- **Audited the refrigerated drink display cases** present in each point of sale (quantity, brand and number of doors)



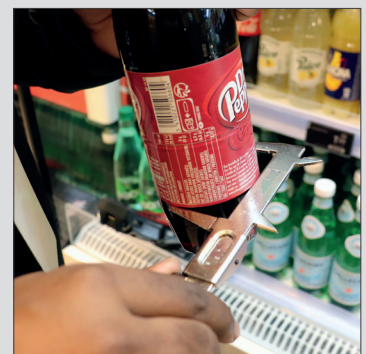
### RESULTS

The market research company found by outsourcing the compliance audit survey for market information project to RGIS, the following results were achieved:

- More than **300 accurate audit reports** were produced, which is **234,351 SKUs** in two months
- Enabled the customer of the market research company to obtain, within a very short time, a **precise assessment of its presence in stores** compared to its competitors in the various points of sale
- Compared the customer's products to the competition and **measured the evolution of the Product Data Management (PDM)** from one year to the next
- Calculated the **maximum storage capacity** (in height and depth) per location
- Checked that the **merchandising recommendations** (planograms) and the **prices negotiated** with the brands were respected
- **Evaluated the breakage rate of products** on the shelves



The customer was able to **ascertain its share of under-exploited shelves**, to **verify compliance** with the commercial agreements negotiated with the stores (layout and price), and to **better negotiate the locations of its products**



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