

MERCHANT MECHANICS LLC

"Pioneers of Retail Forensics®"

In-Store Observational Research for Retailers

Merchant Mechanics is a boutique observational research and testing firm serving the retail industry. We provide the information necessary to achieve the highest levels of productivity from your stores. Retail enterprises employing our services have more easily developed selling spaces that generate more revenue, turn greater profits and enjoy the highest levels of customer satisfaction. Since our founding in 2000, we have never failed in fulfilling our client's objectives.

Merchant Mechanics delivers the most comprehensive analysis and understanding of customer and staff behavior available. Your use of our proven approach will:

Boost Sales
Increase Profitability & Cost Savings
Enhance Customer Satisfaction & Loyalty

Services for Retailers

Each of our services is customized to deliver deep insight into your customers and unique fleet of stores:

- ❑ **Test Store Layout/Design** – optimize traffic flow throughout the store; develop enhanced display & fixture application practices; determine if the store environment is supporting your company's brand promise
- ❑ **Evaluate New Technologies** – assess the impact of promising new retail technologies on your customers and employees; optimize hardware placement and programming content; beta test new marketing & merchandising tools before roll-out
- ❑ **Examine Store Operations** – streamline in-store operations & procedures, including inventory management, checkout procedures, and customer service programs

Our Approach to Consumer Research

Our research methodologies include:

- ❑ **Benchmarking** - we evaluate the interactions between shoppers, staff and any element within the retail environment, then recommend actionable tactics for improvement, all based on statistically significant data and expert knowledge
- ❑ **Controlled Testing** - we perform highly controlled in-store tests that prove the degree of effectiveness for any component of the store environment
- ❑ **Multivariate analyses** – we comprehensively evaluate the simultaneous interrelationships between customer behaviors and co-existing in-store marketing and merchandising elements. These analyses are focused on uncovering the critical "spheres of influence" that govern consumer actions and tapping opportunities to innovate beyond common practices

Data Collection Techniques

We use an integrated array of proprietary and unobtrusive state-of-the-art techniques, including:

- ❑ **Videography** – small, digital CCT cameras record overt and unbiased consumer behaviors. Our efficient multiplexed recording techniques allow rapid and seamless observation of large numbers of customers from multiple vantage points
- ❑ **Field observation** – highly trained observers track shoppers in all areas of the store, including regions which fall outside of those captured through video, to get the most detailed picture of the entire retail experience – from lease-line to lease-line
- ❑ **Interviews** - customer attitude data is captured through CriticalPoint™ interviews. This qualitative technique provides shoppers' real-time impressions of specific categories, brands and in-store experiences

What people are saying

"You are a wonderful resource for research in the business-to-business marketplace."

-- Mac Byrd, Senior Marketing Manager, Kodak Digital Imaging

"This study has provided valuable facts for implementing the future retrofitting of end-caps and other promotional areas in GNC stores in the United States and Canada."

-- Art McSorley, VP of Construction, General Nutrition Centers

"Our retail clients love the availability of detailed information about how our lighting affects consumer behavior. Having the empirical third-party information of the sort that Merchant Mechanics provides really pays off."

-- Kathy Pattison, VP of Marketing, Color Kinetics Inc.