

CASE STUDY

Detailed Description

Full details of how we approached this project can be viewed on our website:

<https://real-insights.com/target-market-our-work/>



THE CHALLENGE

Expert, Ireland's largest electrical retailer wanted to build its profile within the Irish marketplace and position itself for growth moving forward within a very competitive and fast paced marketplace.

THE SOLUTION

To do this we researched & gathered insights on the following key areas to produce a strategy for growth for the business over the next 3 years:

- Key Trends within the electrical and electronic markets here & abroad
- In-store interviews with Expert shoppers in various locations around the country
- Analysis of competitor activity both on & off-line in Ireland
- In-depth interviews with the senior management team at Expert HQ in Ireland
- Discussions with Expert retailers on the ground in multiple locations around the country
- On street interviews with shoppers to competitor stores across the country (i.e. Harvey Norman, Euronics, Power City)

THE APPROACH

Positioning the Expert electrical brand for growth



Ready to unlock growth from insights?

Get in touch to have a conversation with a solution specialist to discuss your requirements.

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