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/

OTHE 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.

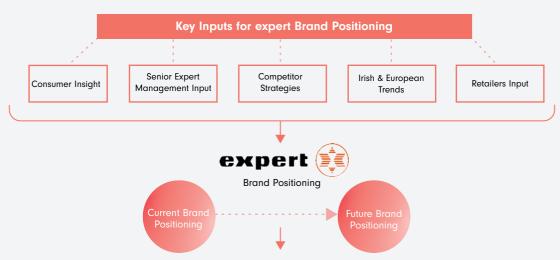
OTHE SOLUTION

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



Expert Brand Strategy for Growth

