

COMPANY PROFILE BORMANN & GORDON

2022



COMPANY PROFILE
BORMANN & GORDON



CORE COMPETENCE

**Optimization of
Point-of-Sale**

for Shopper,
Retailer
and Manufacturer



HISTORY

**1972
est.**

Independent Consulting
Company



TEAM

**13
staffers**

plus approx. 100 free-lancer
in field service / interviews



PARTNERSHIP

nielsen
.....

IMS Health & Quintiles are now
IQVIATM



Solution Partner
Bormann & Gordon
Unternehmensberatung
GmbH

B&G Services

EXPLORATION OF SHOPPER POTENTIAL

Shopper Research
& Loyalty Card Analysis



To explore shopper journey and behavior within the entire shopping process from pre-planning until purchase/non-purchase

QUANTIFY SALES / SHOPPER POTENTIAL

Controlled Store Test
& Reason-Why



Real-life testing instore (on shelf/display) within controlled environment/conditions (NPD, Placement, Promotions)

QUANTIFY POS-POTENTIAL

POS-Audits
via Mobile Research



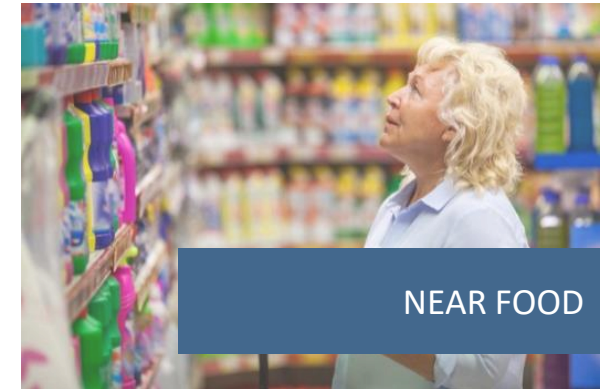
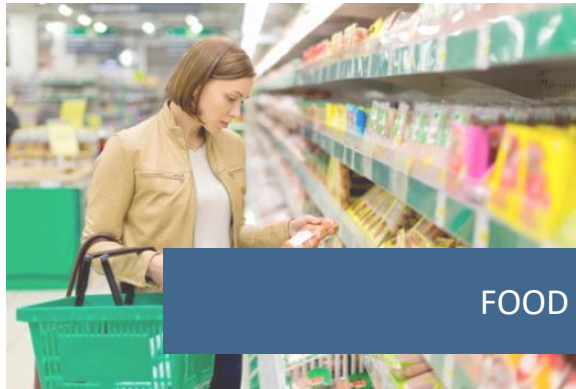
Audit of POS-data / POS execution to identify potential on store/customer level (distribution, shelf placement, OOS, etc)

CATEGORY MANAGEMENT / PERFECT STORE

CATEGORY COMPETENCES

IN DIFFERENT CHANNELS

From pharmacies and drug via grocery to convenience



Abstract from our retailer network:





Extensive **Methodology-Know-How**
→ Full-Service approach



Specialists for POS & Shopper Insights
in FMCG



Lasting experience in shopperstudies and tests in all
relevanten Food/Near-Food-categories



Benchmarks from other categories to bring results in a
context



Consulting competence for Category Management and Do-How ensure holistic and realistic recommendations



High **Reputation within retail** ensures acceptance of
results in retailer HQ (+ independent recruiting of stores
via own network)

Examples for categories with shopper insights projects by B&G:

NAB Beverages	Baby food	Bier / Wine / Liqueurs
Cerealies	Gourmet food	Hot Beverages (Coffee/Tea)
Dairy (Joghurts, Cheese etc.)	Meat / Sausages / chilled convenience	Confectionary)
Tobacco	Frozen Food	Ready meals



approx. 100.000
Shopper-
Interviews
within
last 20 years

THANK YOU

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