

Analysis of the visitor survey for

Beispiel GmbH

Cologne, April 2009



Contents



I. **Consulimus** – Information

1. Survey design
2. Sample

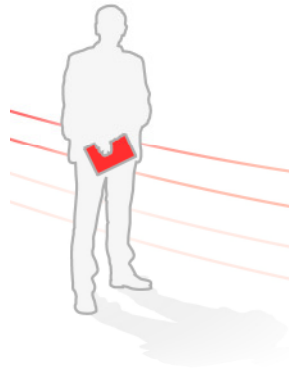
II. **Consulimus** – Results

1. Quota
2. Intention of Visit
3. Satisfaction
4. Perception of Beispiel GmbH
5. Buying behaviour
6. Marketing tools

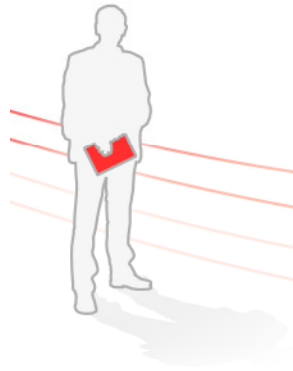
III. **Consulimus** – Potential for improvement

1. Offer
2. Sales floor
3. Customer Service

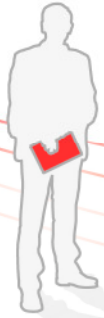
V. **Consulimus** – Contact



I. Consulimus – Information



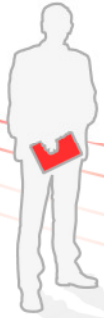
1.1 Survey design



1.1 Information regarding the survey design



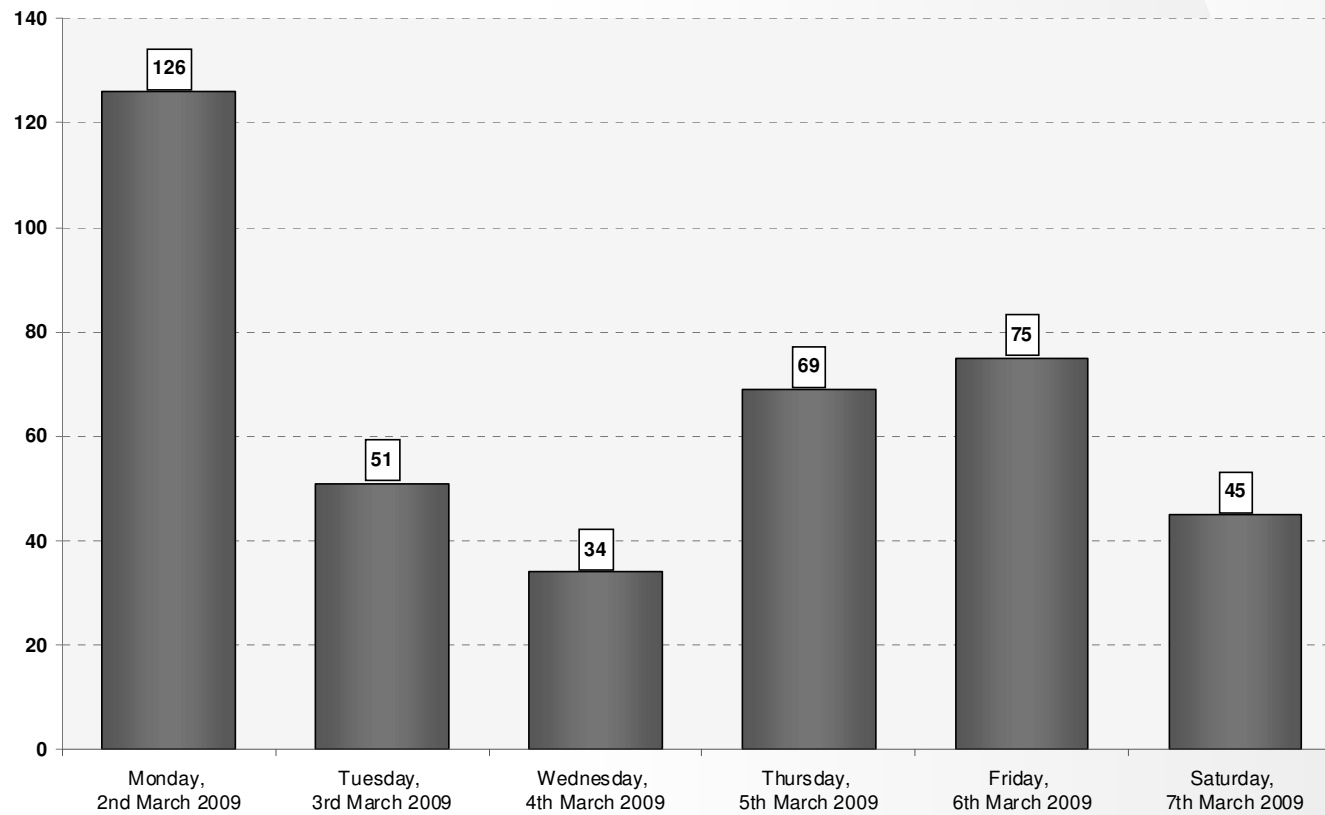
- **Objective:** Increase purchase frequency by improving visitor satisfaction
- **Type:** Personal interviews of visitors of Beispiel GmbH
- **Period:** 2nd March – 7th March 2009
- **Location:** A total of 400 visitors have been interviewed, thereof:
 - 100 visitors in City 1
 - 100 visitors in City 2
 - 100 visitors in City 3
 - 100 visitors in City 4



1.1 Information regarding the survey design



2. Date

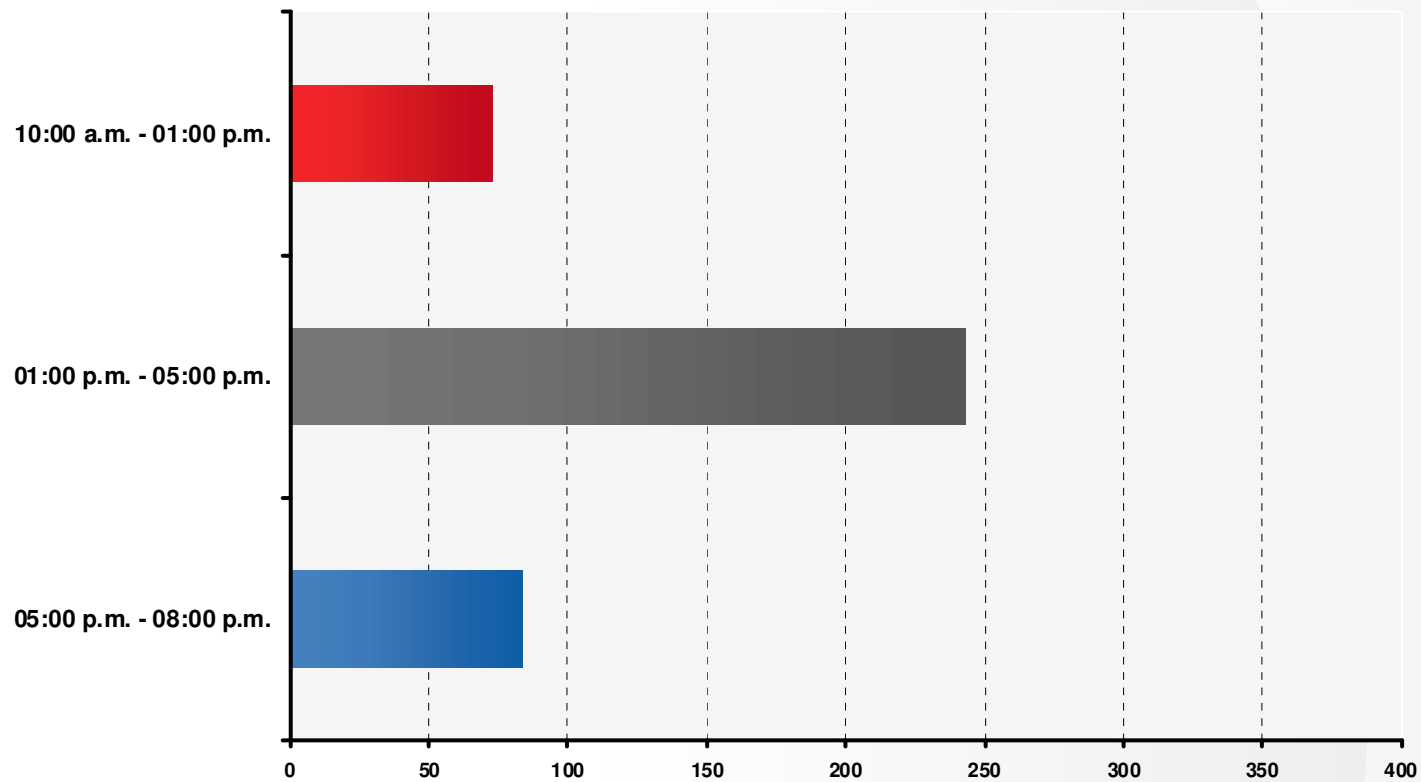


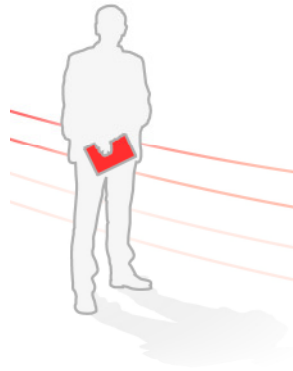


1.1 Information regarding the survey design



3. Time





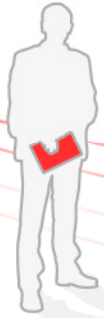
1.2 Sample



1.2 Information regarding the sample



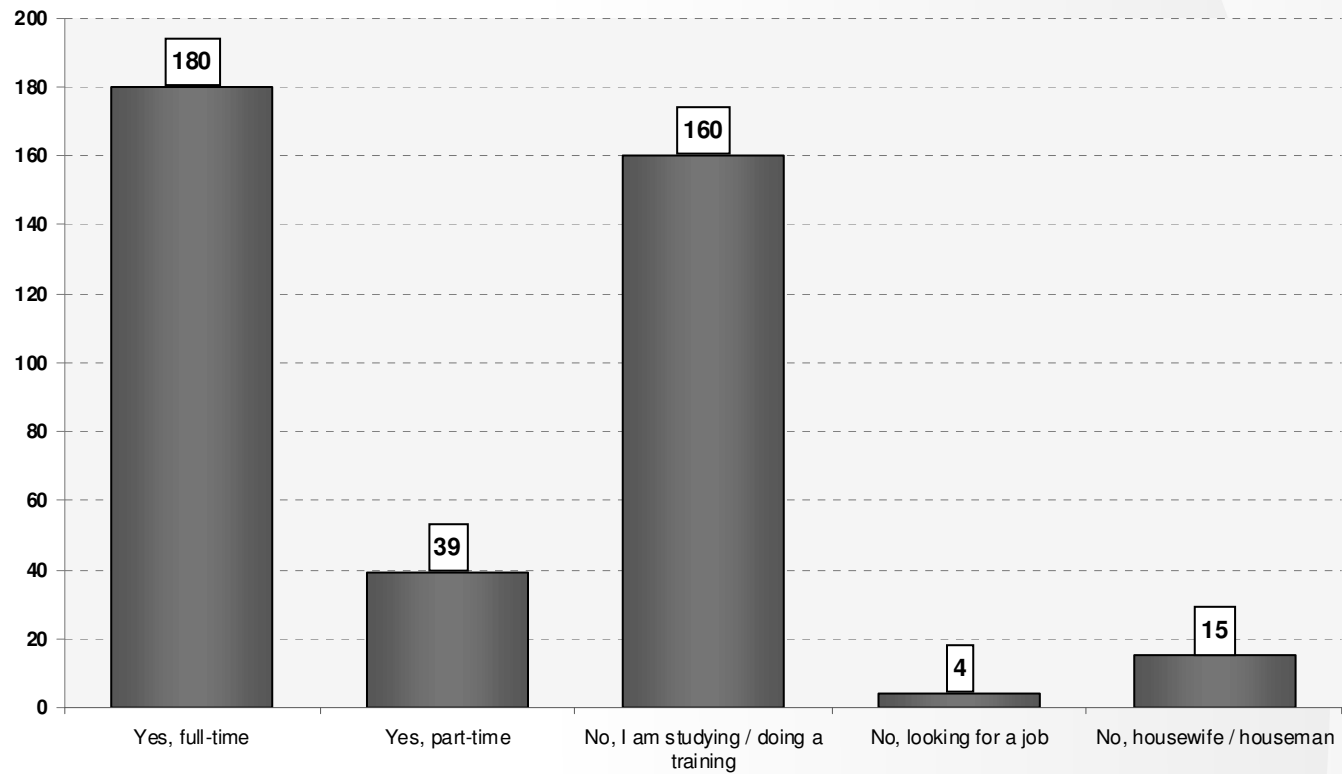
- **Sex:** Of 400 visitors, there are
 - 50% female (200 visitors)
 - 50% male (200 visitors)
- **Age:**
 - The average age is 29 years
 - Over 70% of all interviewed visitors are between 20 and 40 years old



1.2 Information regarding the sample



29. Do you work?

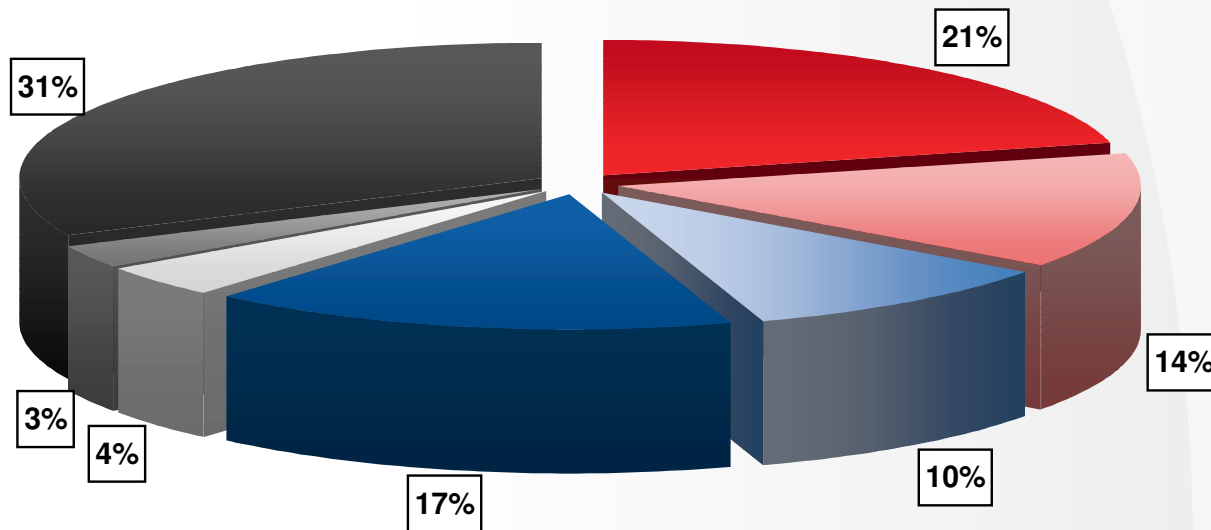




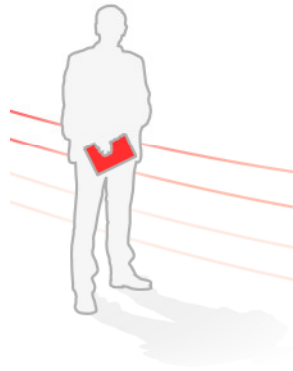
1.2 Information regarding the sample



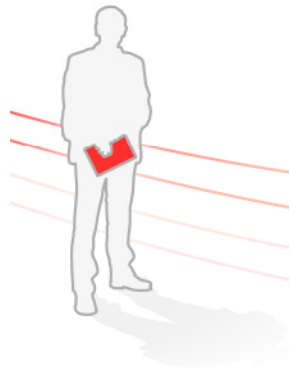
30. What is your monthly net income?



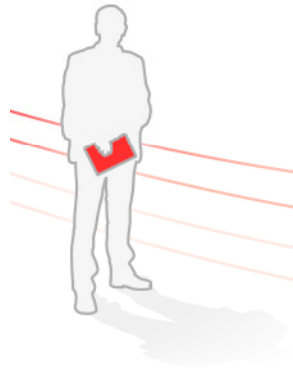
■ Up to 400 Euro ■ 400 - 1000 Euro ■ 1000 - 1500 Euro ■ 1500 - 2000 Euro ■ 2000 - 3000 Euro ■ More than 3000 Euro ■ No statement



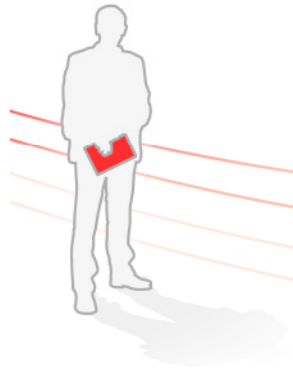
II. Consulimus – Results



2.1 Quota



...



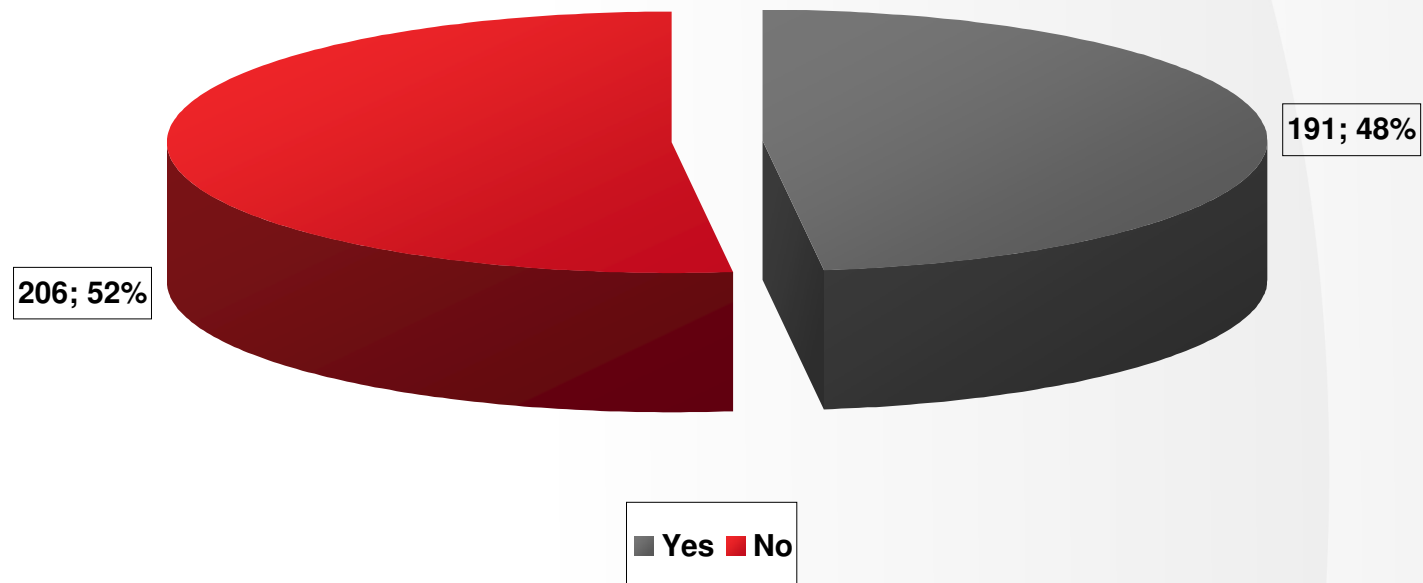
2.2 Intention of Visit

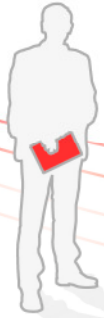


2.2.1 Searched items I



7a. Did you look for anything in particular?

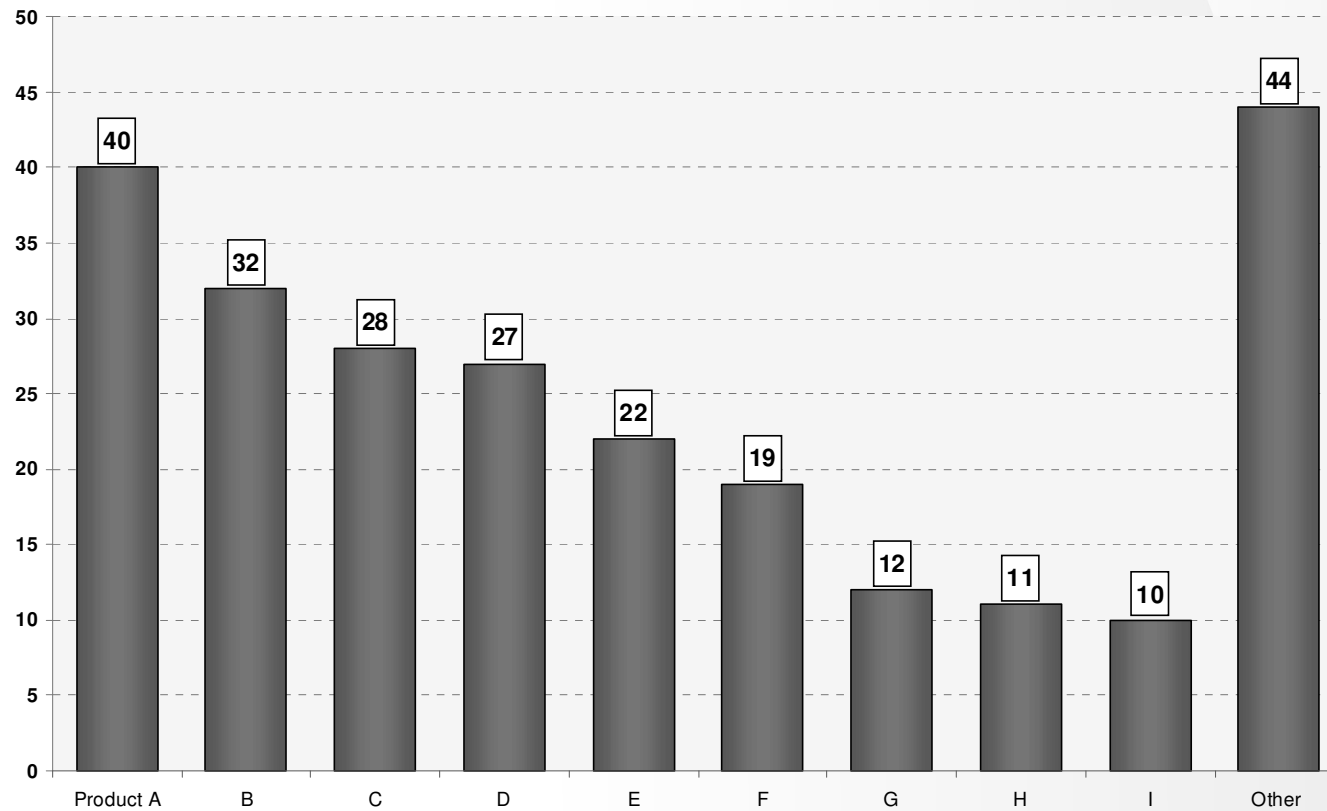




2.2.1 Searched items II



7a. Did you look for anything in particular?

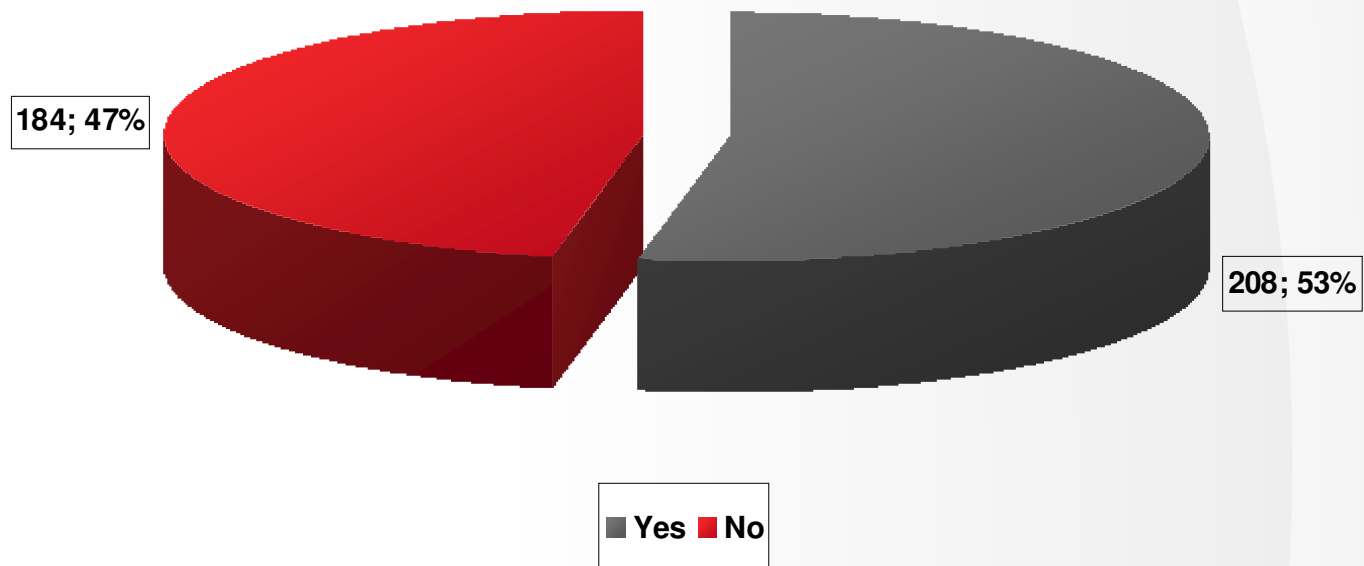




2.2.2 Closer look on certain items

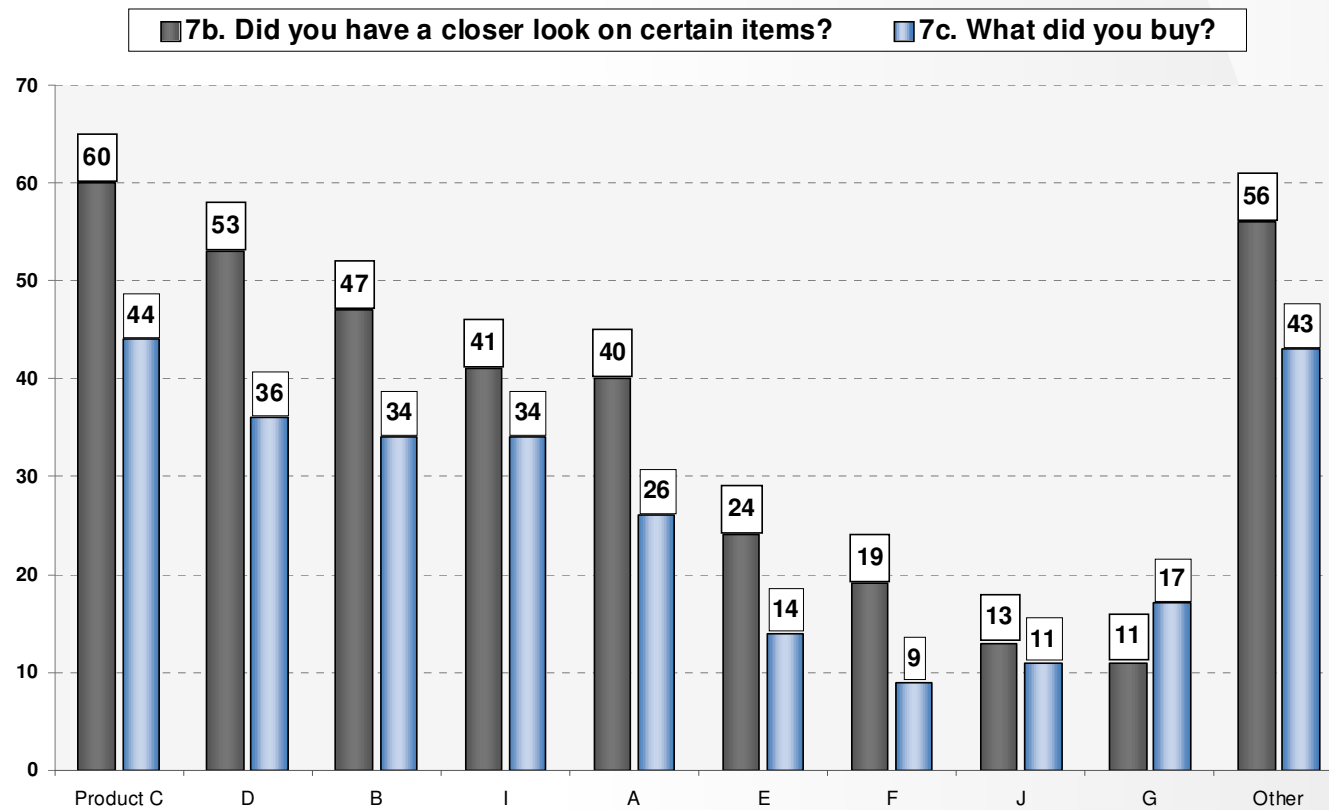


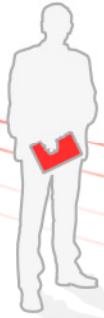
7b. Did you have a closer look on certain items?





2.2.3 Looked over & Purchased items





2.2.4 Purchase information

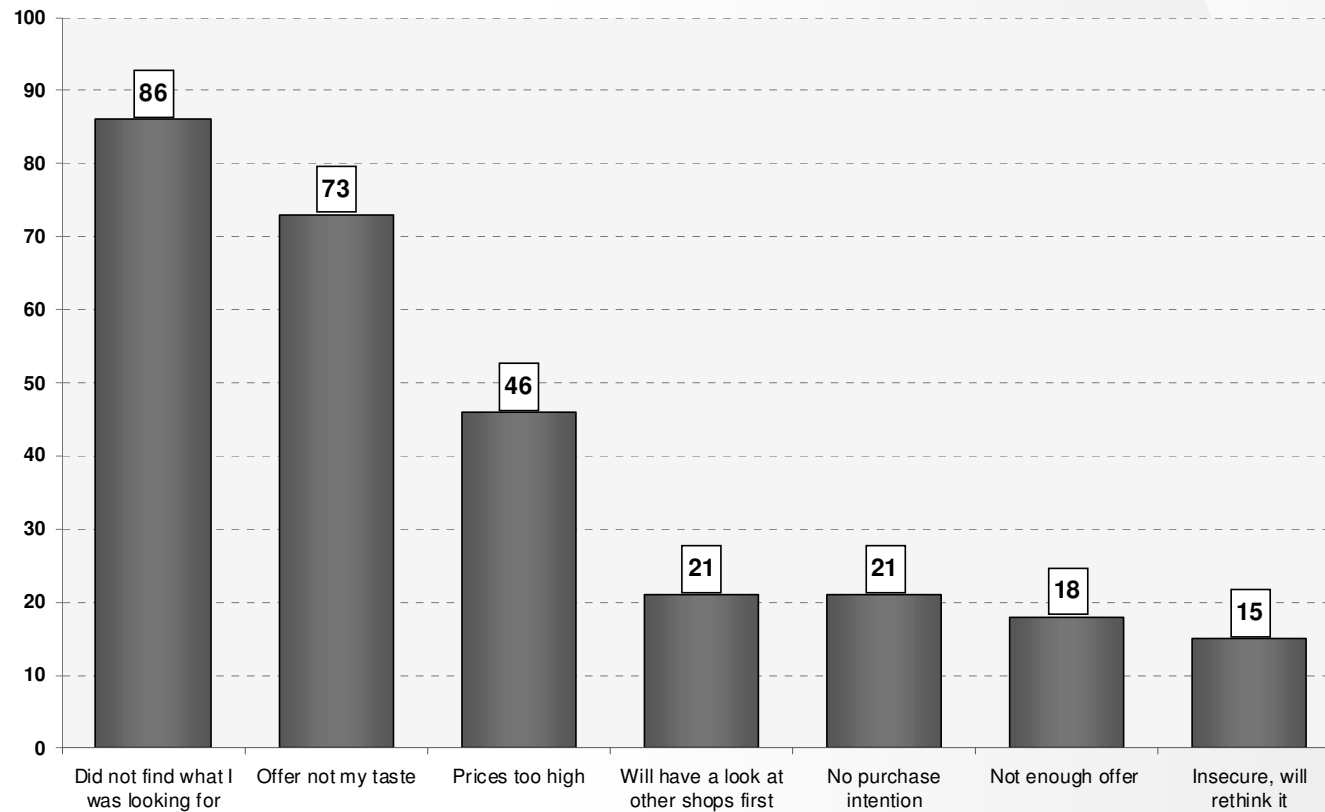


...



2.2.5 Reasons for not buying I

9. Why did you not buy anything or everything you wanted?

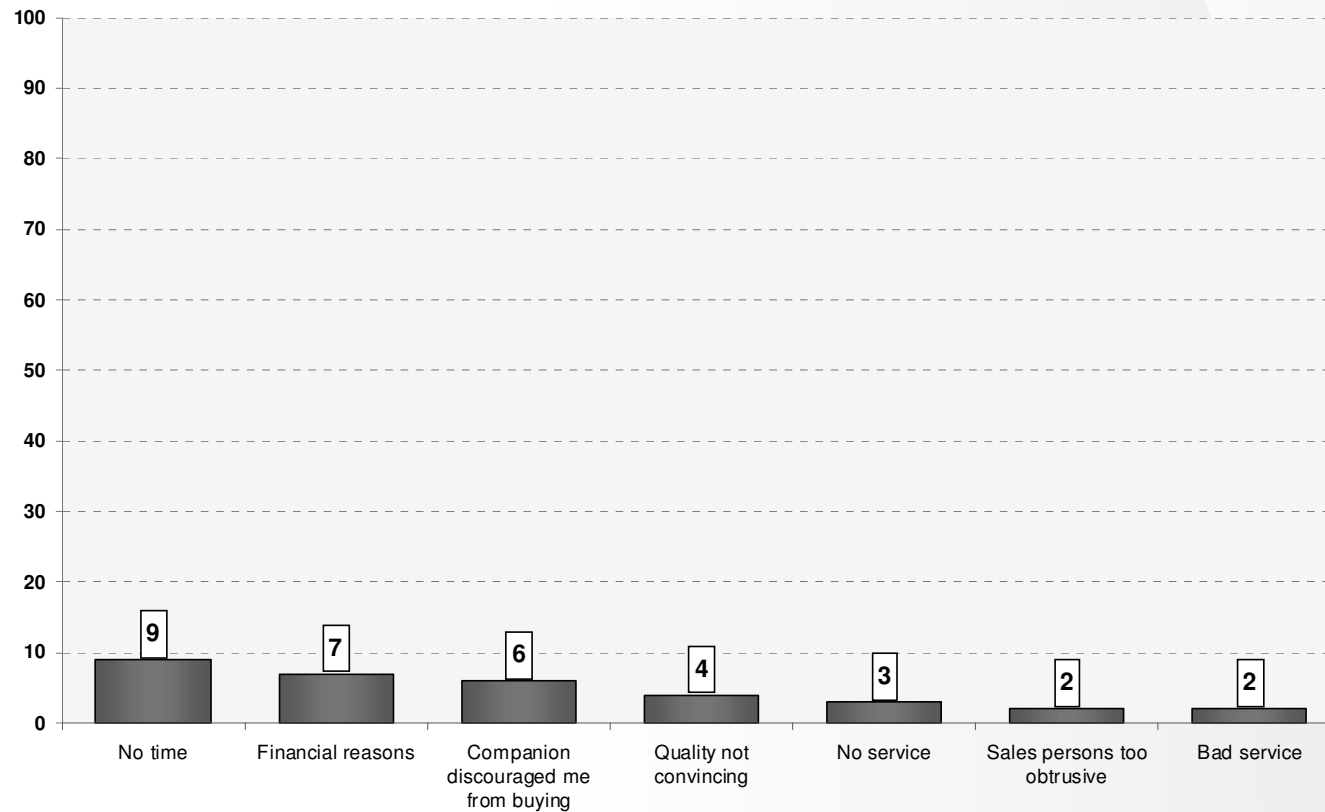


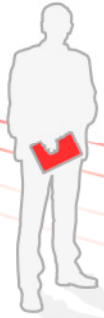


2.2.5 Reasons for not buying II



9. Why did you not buy anything or everything you wanted?

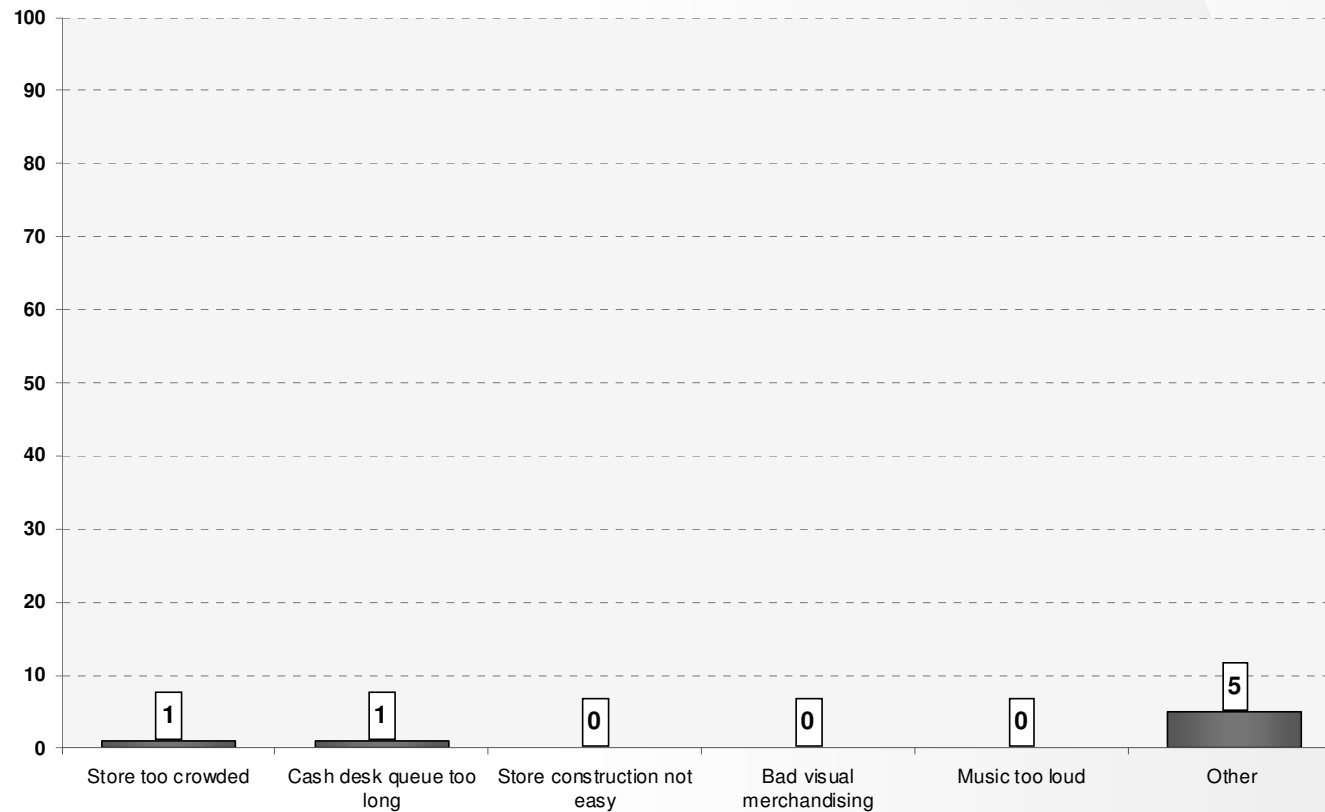


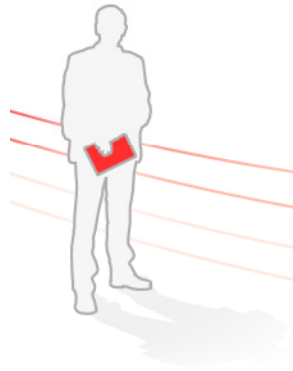


2.2.5 Reasons for not buying III



9. Why did you not buy anything or everything you wanted?

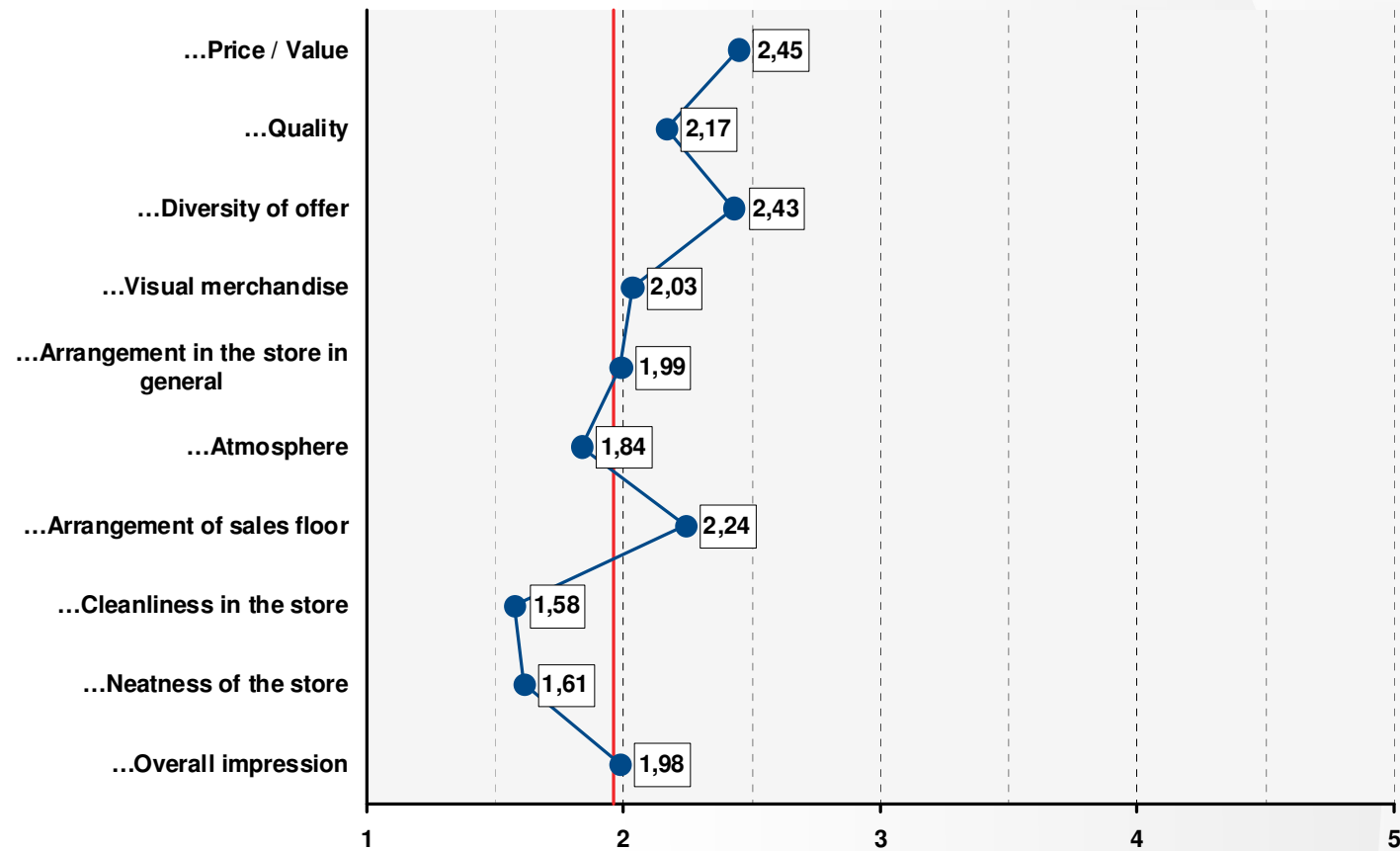


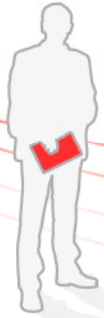


2.3 Satisfaction

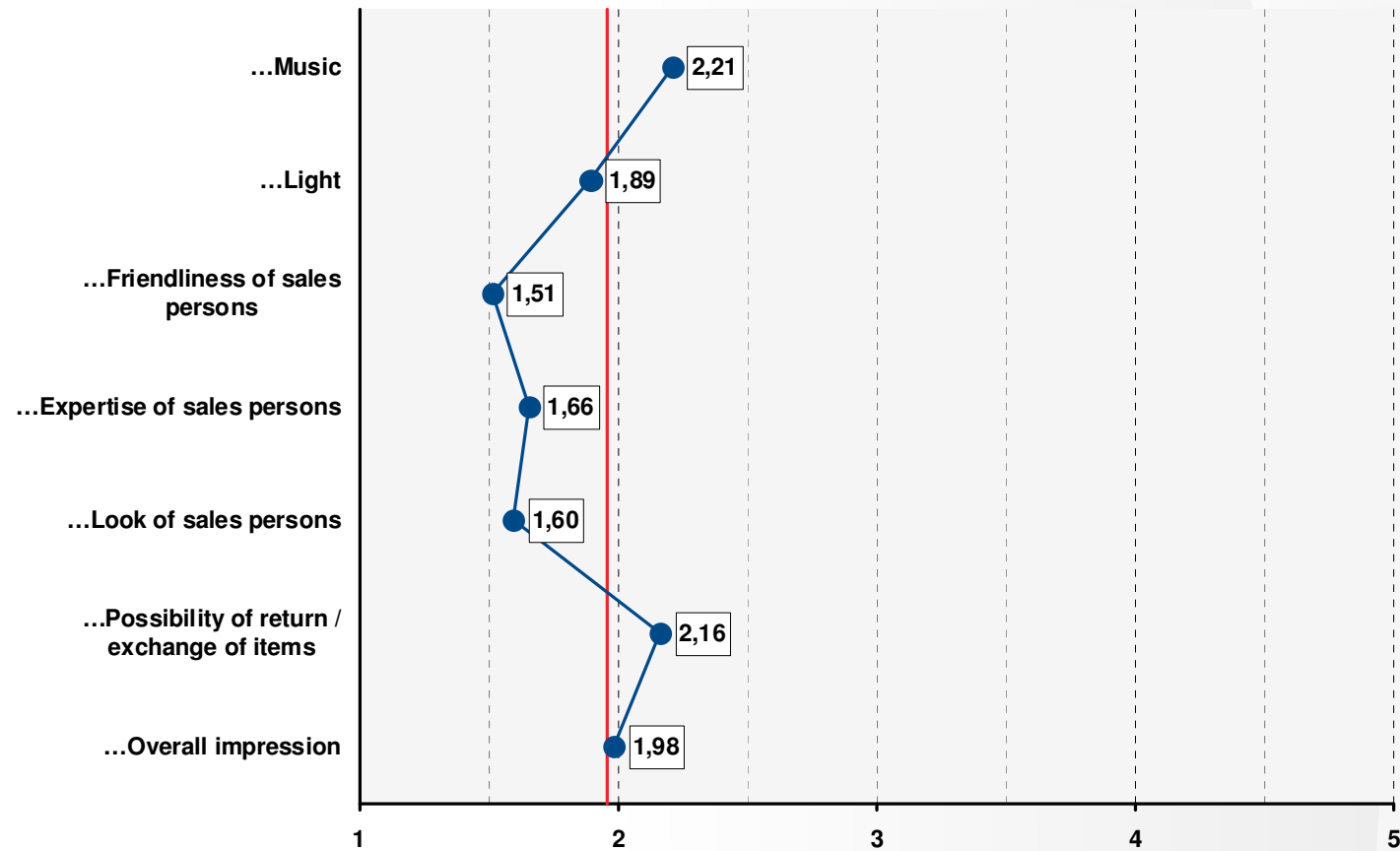


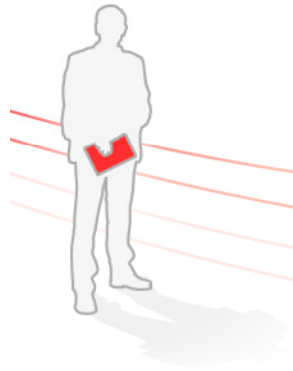
2.3.1 Satisfaction with... I



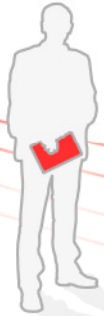


2.3.1 Satisfaction with... II





...

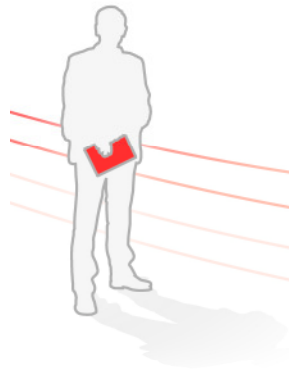


2.3.4 Overall impression



Reasons for not returning / not recommending
Beispiel GmbH:

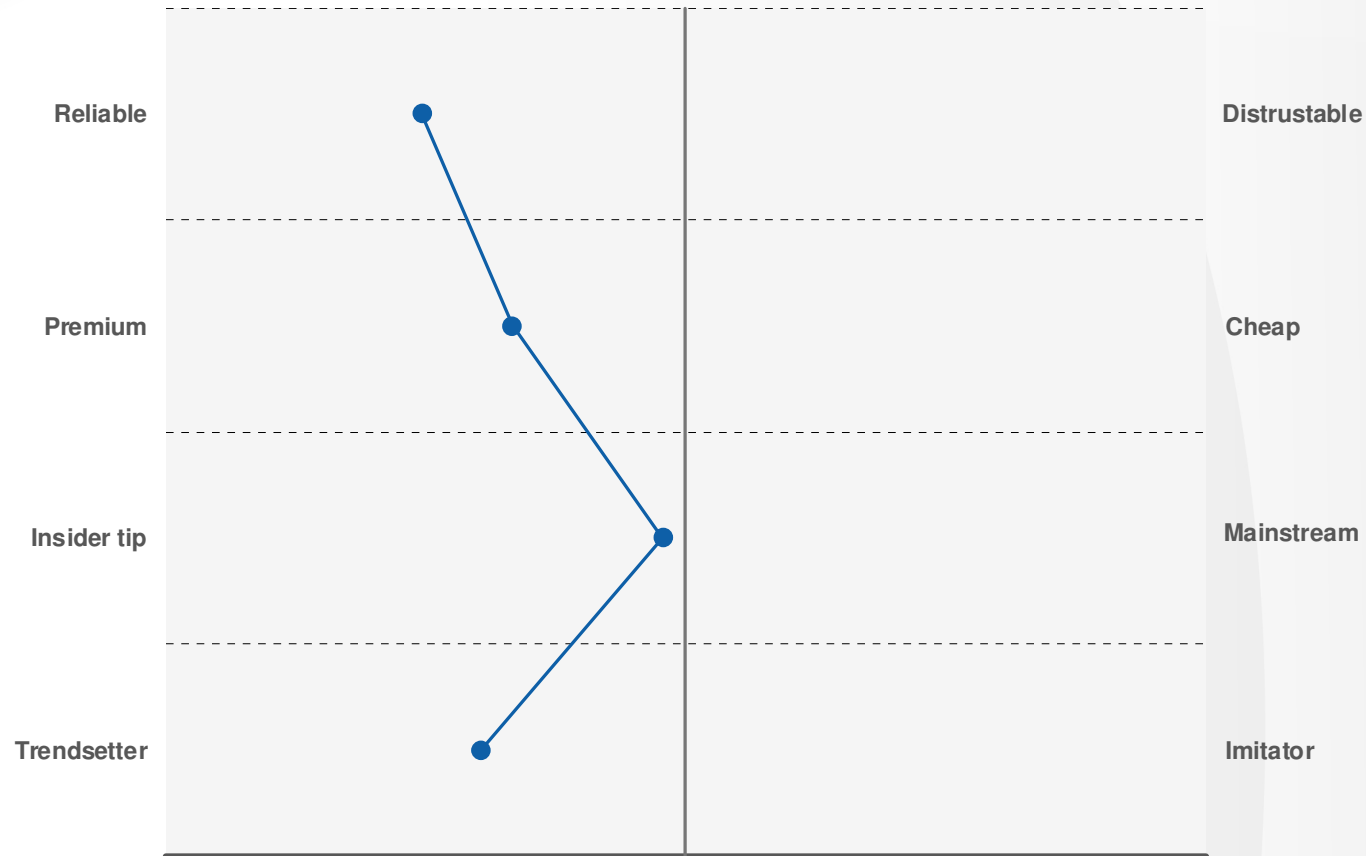
- Items too expensive
- Not enough offer
- Quality not convincing
- No service



2.4 Perception of Beispiel GmbH



2.4.1 Image

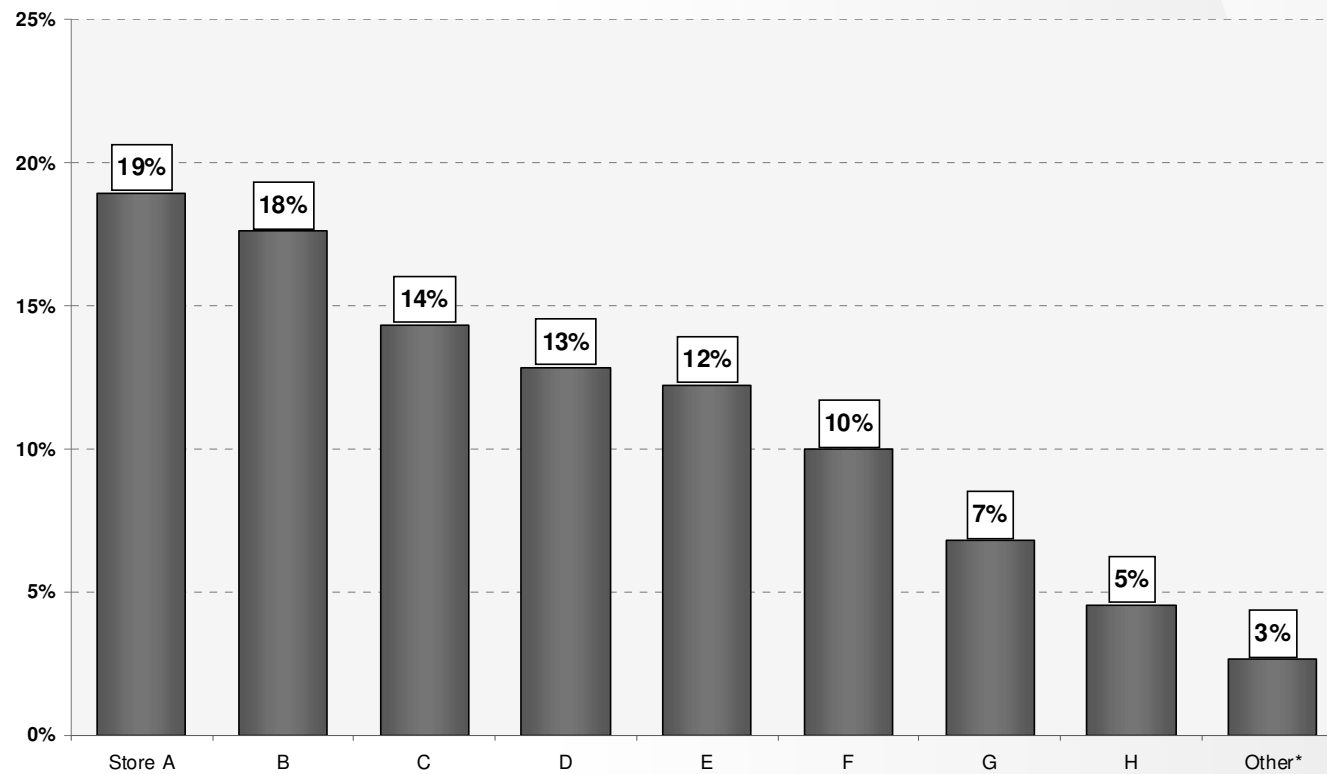




2.4.2 Competitors I



17. Where else do you go shopping?



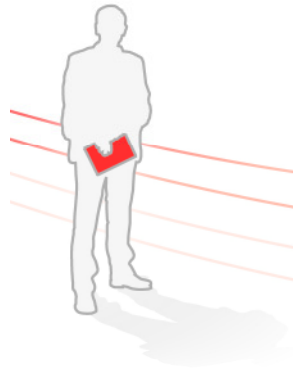


2.4.2 Competitors II

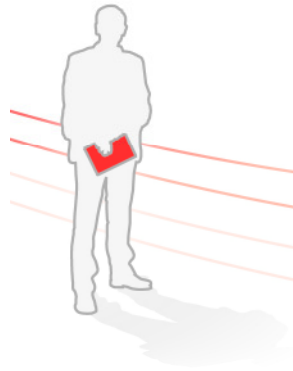


*Other stores include:

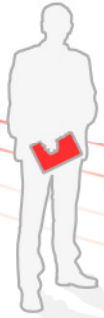
- Store I
- Store J
- ...



...



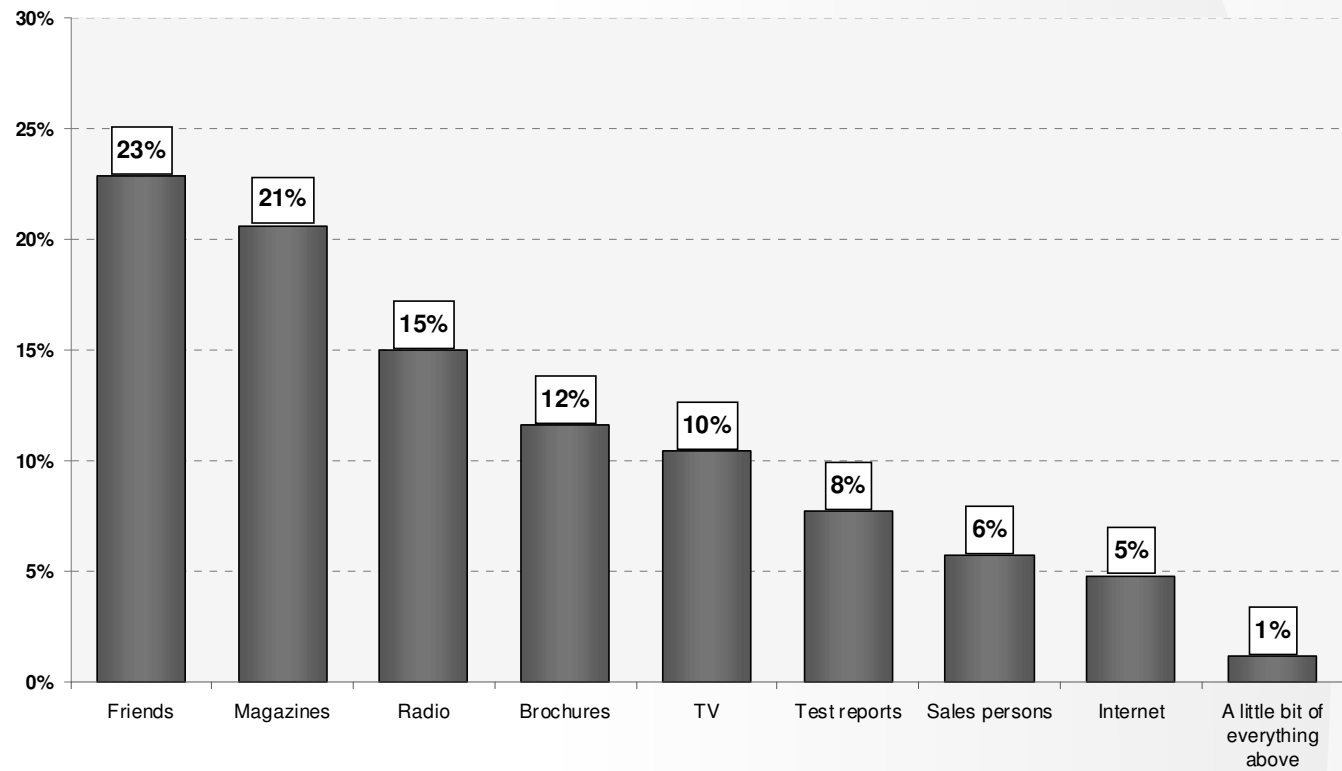
2.5 Buying behaviour

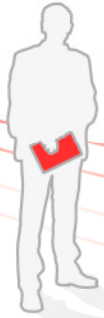


2.5.1 Buying inspiration



21. Where do you get buying inspirations?

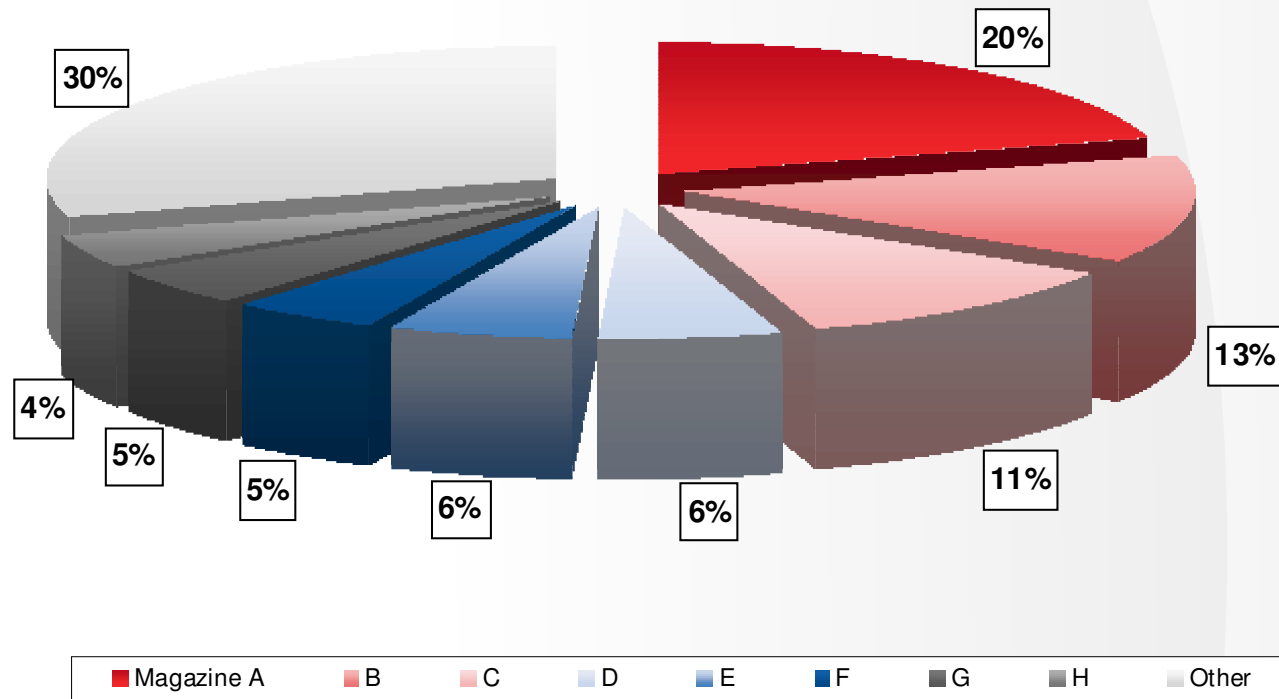


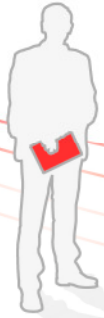


2.5.1 Buying inspiration (print)



22. Which magazines do you read?

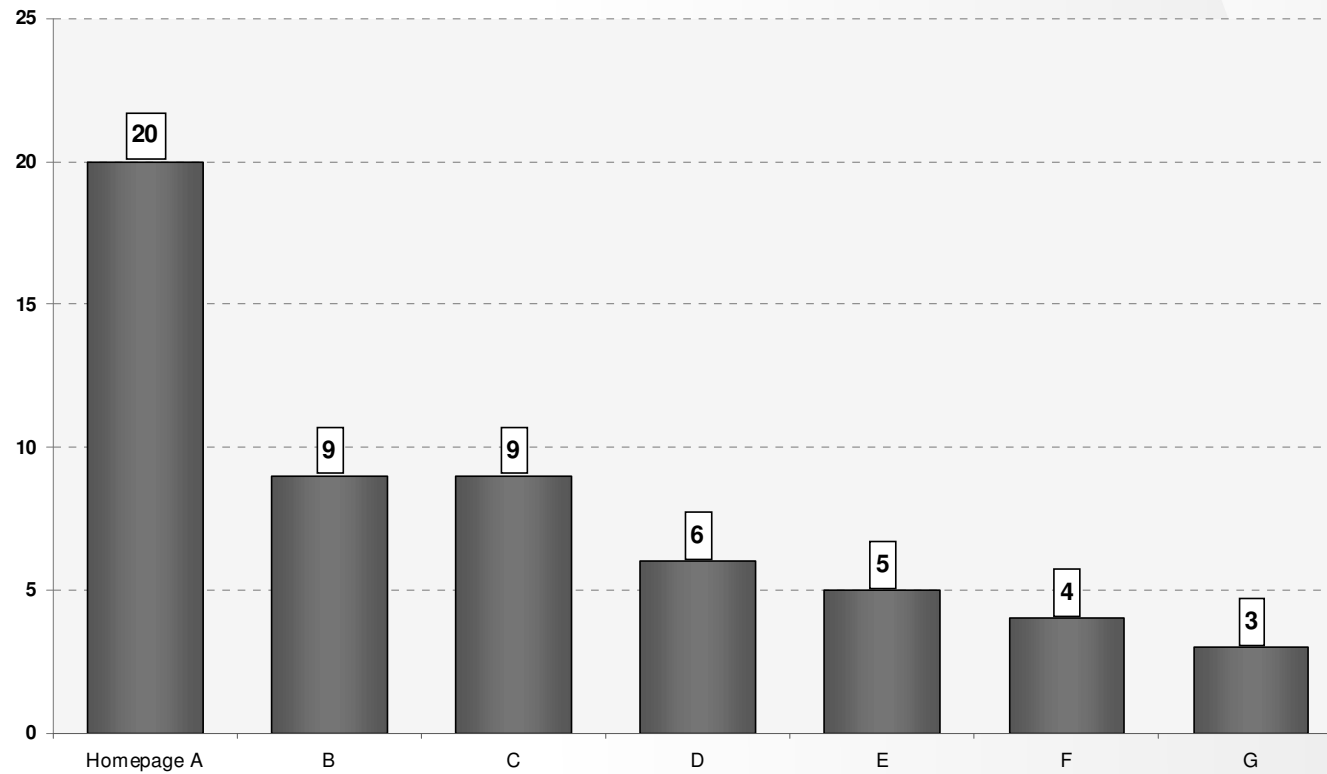




2.5.1 Buying inspiration (online) I



23. Which internet sites do you use regularly?

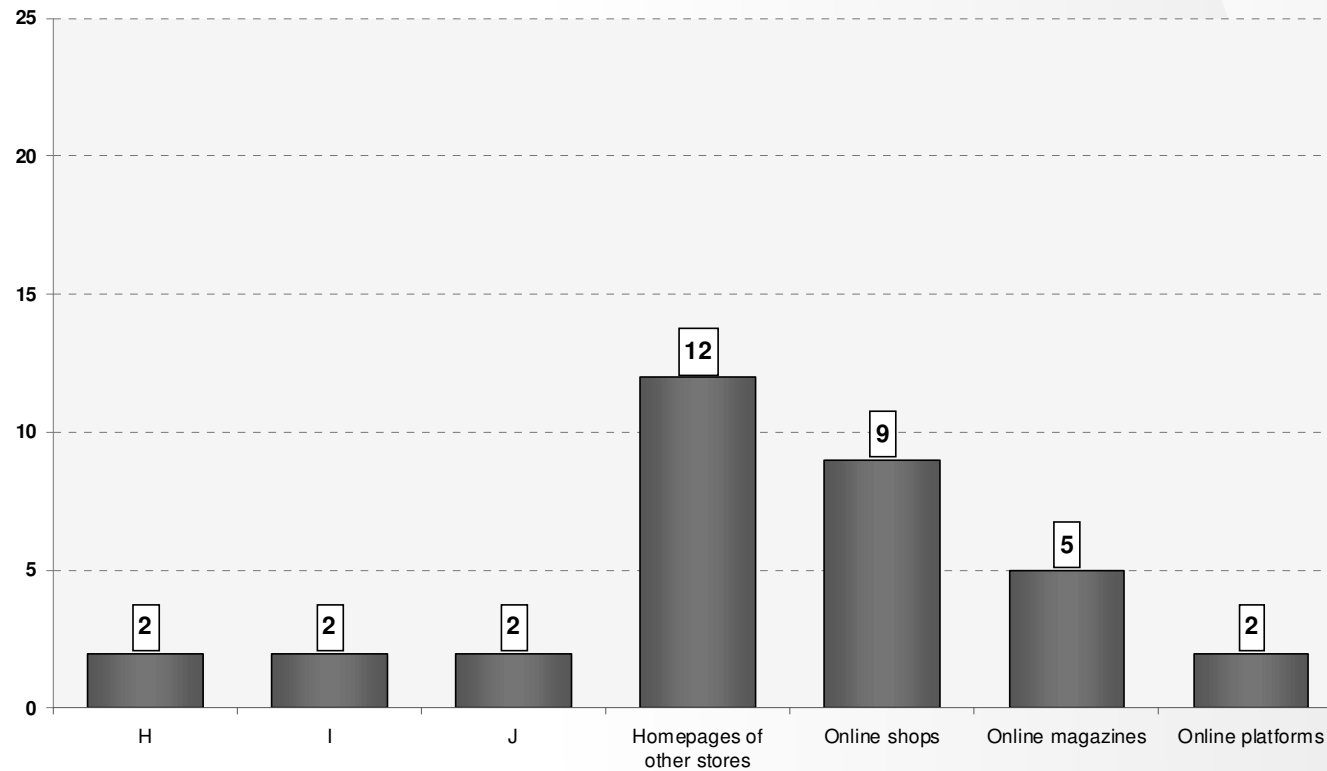




2.5.1 Buying inspiration (online) II



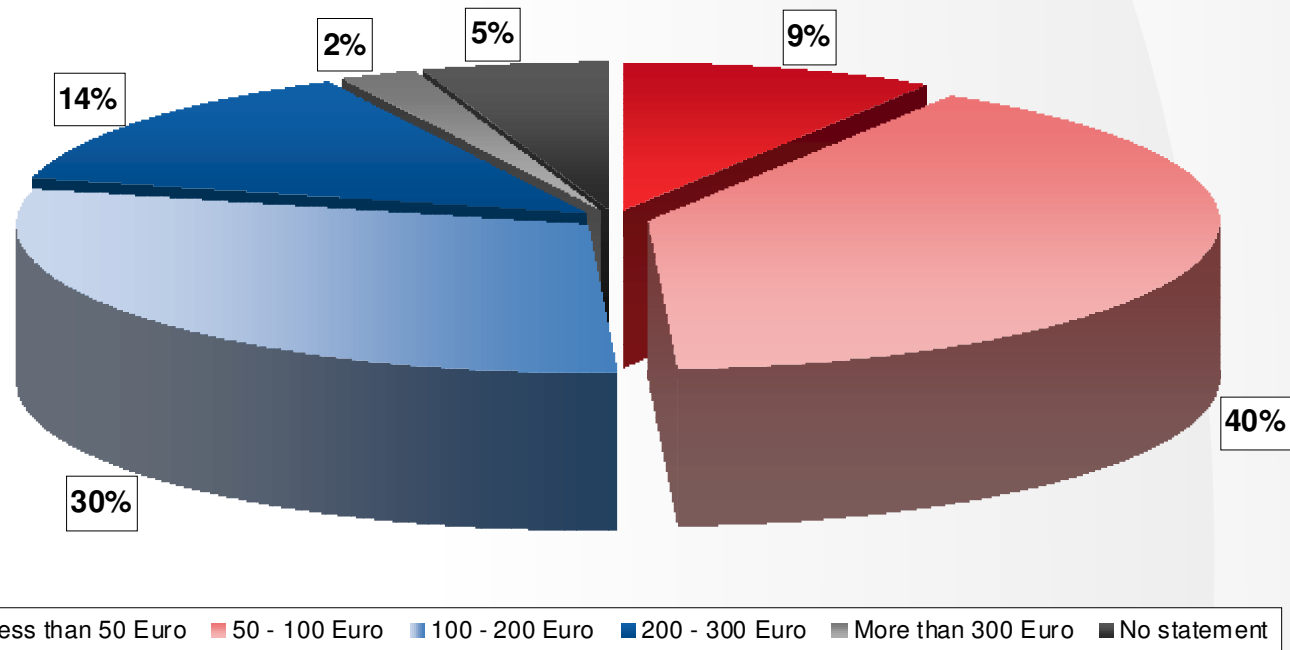
23. Which internet sites do you use regularly?

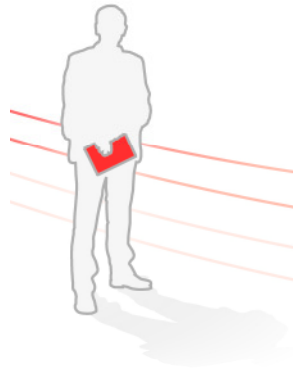




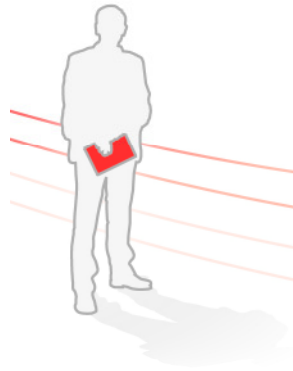
2.5.3 Product spending

24. How much money do you spend for the offered product type in a month?

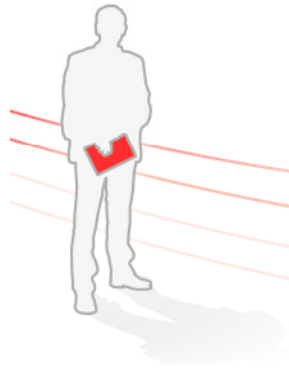




2.6 Marketing tools



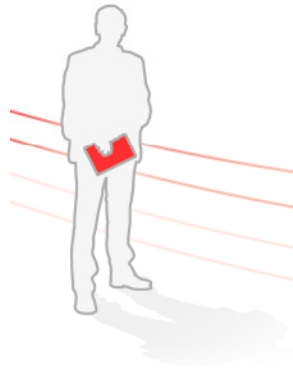
...



III. Consulimus

*– Potential for Improvement**

*The following verbatim quotes reflect perceived potential for improvement



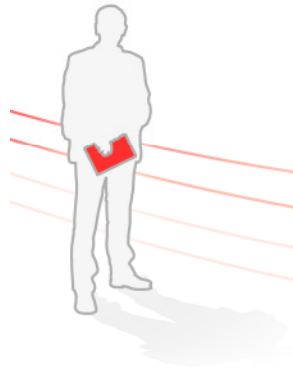
3.1 Offer



3.1 Offer



- Greater variety of offer, especially...
 - ...in section A
 - ...in section D
- Improve quality of items
- Greater diversity of product styles



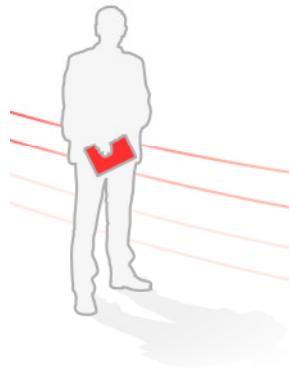
3.2 Sales floor



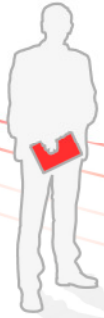
3.2 Sales floor



- Enlarge store size
- Rearrange floor division to make it more spacious and clear
- Improve visual merchandising, i.a. through
 - Photographs / Pictures of items
 - Brighter lighting
- Arrange product type K in a separate department / division
- Better window presentation



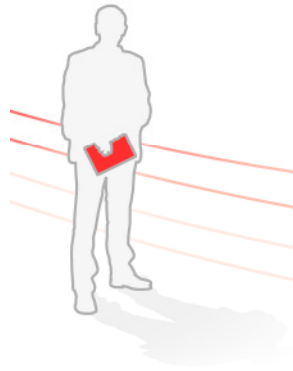
3.3 Customer Service



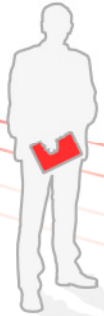
3.3 Customer Service



- Reduce prices
- Return of items for money
- Offer more bargains
- Sales persons should be more friendly and approaching
- More advertisement
- Launch a Beispiel GmbH customer card
- Expand to more stores
- Offer water / coffee



IV. Consulimus – Contact



4. Contact



Consulimus AG

Gottfried-Hagen-Str. 20
51105 Cologne, Germany

Contact person:
Fabian Molzberger

Tel.: +49 – (221) – 7887 45 – 12
E-Mail: molzberger@consulimus.de
Web: www.consulimus.de