

CASE STUDY

identifying opportunity through custom research

Pricing Research

The Issue:

A major U.S. retail chain offers a number of “store brand” products. These products are generally of comparable quality to national brand products but at a lower price. What is the optimum price for these store brand products that will maximize profits without sacrificing market share?

The Solution:

MRSI designed research to test consumer demand within each product category. This test allowed consumers to view a number of scenarios with store brand products at various price points compared to national brands at fixed price points. Demand curves were created for each product category showing brand choice for the store brand and national brands at different price points for the store brands.

Business Implications:

Some categories demonstrated an opportunity for raising price without sacrificing significant market share while other categories indicated that a lower price would lead to significant increases in market share. The retailer used the findings to adjust prices for several store brand products, resulting in increased profits.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.