

CASE STUDY

identifying opportunity through custom research

Product Line Optimization

The Issue:

An apparel manufacturer looking for new opportunities in the marketplace was interested in identifying gaps in its existing product lines.

The Solution:

MRSI pre-recruited current customers from the company's database. Customers were asked which of the client's product lines they purchased and what size. Precise body measurements were collected using scanners to determine if customers were actually wearing the appropriate sizes for their body type.

Business Implication:

The body scans were used to identify gaps in the current product line. Research determined where product lines were falling short and identified opportunities for new products. From this research, the company plans to launch new products and potentially eliminate product lines to achieve the most profitable mix of products.

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