

RSKD 2015 for DIY retail



YOU SELL BECAUSE WE CARE

Facing increasing competition, in-store marketing is the most effective tool for direct dialogue with the customer

RSKD qualitatively provides your needs to promote products and increases your sales

Achievements :

- Implemented more than 300 merchandising projects of national and foreign manufacturers, distributors, importers of different product categories
- More than 500 000 hours of merchandising in retail outlets
- Extending regional coverage

Our offer

Autonomous project management and responsibility for the result -
are significant features of the RSKD

*We provide a full range of services to promote your products and represent
your interests in the network hypermarkets in Russia*

- Full project support
- Informing
- Detailed reporting materials
- Effective and innovative marketing solutions
- Competitive intelligence
- Competent promotion strategy



With RSKD you are one step ahead

The company should not consider its position on the market as something permanent and unchanging. It's important to constantly re-evaluate the situation.

The desire, and the ability, of an organization to continuously learn from any source, anywhere - and to rapidly convert this learning into action – is its ultimate competitive advantage.



*We will carry out monitoring of competitors, sales channels
and audit outlets*

You go with the times with RSKD

RSKD constantly monitors and applies global merchandising trends

*We do not impose an outdated services
We use modern and the most effective tools to promote*

2005

- Merchandising according to **manufacturer`s layout**
- The fight for a larger share of the shelf
- The "extra places" decision can be made in the store

2015

- Merchandising according to **retailer`s layout**

What is your prize working with RSKD

Cooperating with RSKD, you get :

- Money and time saving
- Working to a budget
- Up to date information
- Countering competitors
- Safety



Increasing the attractiveness of the brand and increase sales

Informing

RSKD provides to you all necessary information "from the fields":

- Range data, shelf share , the stock conditions, prices, sales volumes and many other indicators
- Report parameters can be set in such a way as to fit the needs of your business



RSKD will provide you with all the necessary data in the shortest possible time

Efficiency indicators

Any promotion is meaningless without performance indicators expressed in concrete figures

Increase sales due to the introduction of merchandising and counseling :

- Merchandising provides an increase by an average per 30% *
- Counseling provides an increase by an average per 25%



Sales volumes increased by an average per 40-45%

* size of the growth may differ from the values and be significantly higher because the initial level of the trend of sales depends on the quality of the staff of the outlet (before cooperating with RSKD), level of passability, the quality of the goods layouts, the latitude range and a number of other parameters

RSKD customers

We successfully working with brands:



gorenje



Kinder



ДОБРЫЙ

We work in networks:



castorama



Всё для кровли и фасада

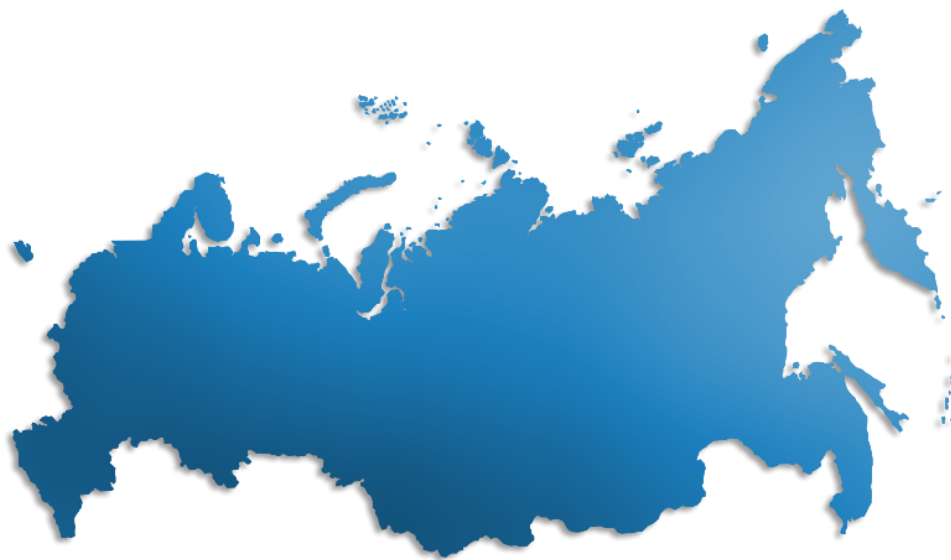


ВИКТОРИЯ
сеть супермаркетов



Where we work?

We offer service anywhere in Russia



We will provide a full range of services to promote your products to the network of hypermarkets in Russia

Please contact us to discuss how RSKD can help you

YOU SELL BECAUSE WE CARE!

Thank you for your attention!

Contact us!

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