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A NEW initiative for the independent jeweller



Bransom Retail Systems Ltd has agreed a program with **GfK Retail and Technology UK Ltd** which will offer participating retailers market reports *entirely free of charge*.

Chris Garland, Managing Director of Bransom, explains ...

“About GfK ... GfK have been established since 1934 and have an excellent reputation for collecting, processing and analysing Epos data and can identify key trends in many retail sectors to provide an insight into leading products, emerging brands and innovations within the market. GfK offers the fundamental knowledge that industry, retailers, services companies and the media need to make market decisions. It offers a comprehensive range of information and consultancy services in the 3 business sectors of customer research, retail and technology and media. As the no. 4 market research organisation worldwide it operates in more than 100 countries and employs over 10,000 staff, and in 2008 the GfK Group’s sales amounted to EUR 1.2 billion. For further information, please visit their website www.gfkrt.com, www.gfkrt.com/uk.

About GfK and Bransom Market research and up to date market intelligence are important tools that all major retailers and suppliers have access to. This extremely valuable data enables these companies to monitor trends in the market place and act accordingly but for the independent retailer accessing this information can be very expensive. However, **Bransom** and **GfK Retail and Technology UK Ltd** are delighted to introduce an opportunity for the independent jeweller to access intelligent data that could help businesses to spot trends, improve business management and, in turn, improve profit margins at **no cost at all**.

To this end GfK have recently launched a panel within the Jewellery Industry commencing with the measurement of watch sales which will offer participating retailers an effortless automated data submission feature. By agreeing to supply your weekly electronic sales data (**which GfK will treat in the strictest of confidence**), you will automatically receive valuable up to date market intelligence on the industry - regular retailer reports including top-selling lines, newsletters and access to intelligence on the wider retail market and the UK Economy.

Some 100 Bransom users have already agreed to participate in the measurement of watch sales and I really hope that this initiative captures the interest of even more retailers – the more retailers participate the more they will receive in return.”

To find out more please call Chris Garland, Managing Director, on 08458 810509 or email gfk@bransom.co.uk. Alternatively, please visit www.bransom.co.uk.