



Retailing in Poland 2009

Where to play. How to win.

Poland is the biggest central European country and we have noticed a strong evolution in the retail landscape. Even if consuming buying power is still low, most of the Western European retailers see an opportunity. So what are the best practices to be successful in this country ?

Key points :

- 600 pictures taken in August 09
- Food and non-food banners
- Global and local players
- Delivered as a Powerpoint presentation



ResearchFARM

Retailing in Poland 2009

Typical slide layout



A comment under each picture helps you to understand why our analyst has taken this picture.

Versions



Food Version

146 slides. Powerpoint/PDF



Non-Food Version

133 slides. Powerpoint/PDF



Premium Version

Food & Non-Food + DVD with 600 high-def pictures

Strategy is in the detail

With our high-def 6MP pictures (on the DVD version) zoom in and make your own analysis



Original picture



Private label



Shelf strip

Visited banners

Food :

- Carrefour Express
- Tesco Hypermarket
- Alma
- Kaufland
- Netto
- Lewiatan
- Biedronka
- Chata Polska
- Carrefour Hypermarket
- Makro
- Piotr i Pawet

Non-Food :

- C&A
- H&M
- Zara
- Tatum
- Reserved
- Adidas
- Nike
- Praktiker
- Castorama
- Douglas
- Sephora
- Marionnaud



Scanned circulars are available on the DVD

Who should buy this presentation ?

- Retailers (strategy, development, marketing...)
- Manufacturers (sales, marketing...)
- Consulting firms
- Property companies

Biedronka

ResearchFARM
Retail Analysts



The entrance aisle. It says "Welcome at Biedronka, we wish you a pleasant shopping!"



Diet drinks are not so popular.

August 2008

This document is licensed and can not be photocopied

62

Adidas (Poznan Plaza)

ResearchFARM
Retail Analysts



This Adidas shop embeds a very innovative lighting system with the famous Adidas stripes.

August 2008

This document is licensed and can not be photocopied

43

How To Order

You can order on our website and pay with your bank card or by bank transfer (we send you an invoice first). You can also return this order form by fax.

Please tick the box(es) below, complete your payment details and fax back this form to +44 (0)20 3163 3556.

- ☐ Retailing in Poland - **Food** (email delivery) EUR 200
- ☐ Retailing in Poland - **Non-Food** (email delivery) EUR 200
- ☐ Retailing in Poland - **Food+Non-Food** (email+**DVD**) EUR 350

Complete your details:

Name _____

Job Title _____

Department _____

Company _____

Address _____

State _____

Postcode: _____

City _____

Country _____

Email _____

Phone _____

Fax _____

Sign below to confirm your order :

Complete payment details:

- ☐ I would like to pay by bank transfer
(we will send you an **invoice**,
email address required)
- ☐ Please charge my credit card:
- ☐ Visa
- ☐ Mastercard
- ☐ Maestro
- ☐ Solo
- ☐ Visa Electron

Cardholder name _____

Cardholder address _____

Card No _____

Expiry date _____

Security code _____

Cardholder signature: _____

How to contact us

Phone : +44 (0)20 3286 9801

Fax : +44 (0)20 3163 3556

Email : sales@researchfarm.co.uk

Web : www.researchfarm.co.uk