

**BUNDLE**

**TILL AUGUST 30TH**

# ResearchFARM

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**Retail Analysts**

## SUMMER BUNDLE 2015

12 executive summaries from our most successful reports:

- The discounter surge
- The hidden power of marketplaces
- The online grocery (r)evolution
- Technology and Omnichannel transformation



July 2015

**PRINT AND READ:**  
80 pages of essential  
takeaways for quick reading

## THAT'S WHAT RETAIL EXECUTIVES READ ON THE BEACH

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- **12 executive summaries** from our most successful reports, laying out the topic, challenges, opportunities, recommendations and strategies to pursue for future growth.
- Easy to digest, **grasp all the main points quickly**, quick read to catch up on all that is relevant - on the beach
- Enables you to deep dive into a topic with ease, with recommendations for further reading
- **£10k worth of insights** from the last 12 months, with highlights all distilled into one easy to read document



### **The discounter surge:**

- Lidl and Kaufand 2015
- Aldi 2015
- 7 Strategies: how to combat the discounters

### **The hidden power of marketplaces:**

- Marketplaces 2014: eBay, a company in transition
- Marketplaces 2014: Alibaba, online retailing in China
- Rakuten 2014: on course to become a genuine global player?
- How to work with Amazon as a FMCG player

### **Tesco recommendations:**

- What Tesco needs to do now

### **The online grocery (r)evolution:**

- Online grocery report 2015 - USA
- Online grocery report 2015 - Europe

### **Technology and Omnichannel transformation:**

- Technology of the future 2014
- Mobile payments 2015





## Testimonials - Our Clients Say It Best



«Research Farm publishes great reports every year, and each report brings a unique perspective compared to any other information available elsewhere: the analyses go deep, they are supported with data, but what I most value is that each report is built around a 'clear story', contains proprietary insights and even sometimes innovative projections into the future which help us to think out of the box.»

**Global Channel Category sales**  
**Nestle waters**

«For us the ResearchFarm reports are so useful. The information provided give us the opportunity to increase our knowledge about the retail industry and its key trends.»

**Rafael Florez - CEO GS1 Columbia**

«The discounters reports were and still are very helpful as we got lots of detailed information and figures we haven't found anywhere else. This has helped us to progress with our plans of expansion in the US and convince people internally of the market potential.»

**Marketing Manager - Bonifaz-Kohler**

«On DLF's (Danish Association of Fast Moving Consumer Goods Manufacturers) New Years Conference we had the great pleasure to hear ResearchFarm speak about future trends in on-line grocery retailing. The feed back from the conference participants was very positive as they gave ResearchFarm's presentation the highest score of all speakers, finding the analysis about the key success factors of chosen EU and US online retailers both very interesting and inspiring. We can therefore give ResearchFarm our best recommendation.»

**Dagligvareleverandørerne**

**Danish Association of Fast Moving Consumer Goods Manufacturers**

+ press quotes

**Bloomberg**  
**LINEAIRES**  
Le magazine de la distribution alimentaire

  
**THE TIMES**  
The **RetailBulletin:**  
The Complete Retail News Resource

**FINANCIAL**  
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Unparalleled insights into the 2 leading discounters

## SPECIAL OFFER -40%: DISCOUNTERS BUNDLE (3 REPORTS)

- **Lidl and Kaufland 2015:** Ramping up, relentless rise from copycat to innovator (regular price GBP1,990)
- **ALDI 2015: Radically transforming Anglo Saxon grocery markets** (reg. price GBP1,990)
- **7 Strategies: How to combat the discounters** (reg. price GBP999)

(brochures for these reports available on [researchfarm.co.uk](http://researchfarm.co.uk))

This 3-report bundle is available for a limited time for **GBP 3,990** (20% discount).

