



Our Partners



TELEVISION - CATALOGUE - INTERNET



Marketing & Sales agency
since 1956

Housewares, Plumbing, Hardware, Sport



OUR SERVICES

A - Marketing input

- Market potential estimate / Packaging laws regulations and issues / Canadian standard regulations / French / English translations help etc
- Input on marketing strategies ; different market, different values
- Business plan and forecast accuracy
- Planograms
- Product positioning
- Price shop survey
- Direct link and references with the CHHMA (Canadian Hard & Houseware manufacturers associations)



B - Sales and after sales services

- Team of account managers, supervisor and customer service
- Service specialist team permanent or seasonal depending on the nature of the project, regardless of the trade
- Computer integrated sales reporting
- All staff computer knowledgeable; yearly updated training sessions



C - Trade shows & customer shows (booth set-up & structure)

- Staff fully participating in various shows selling and demonstrating product features/benefits
- Booth structure and set up when needed. Great savings to be discussed



D - Product knowledges (in store staff)

- PK session with all Box Store staff



E - Merchandising services to meet your requirements & budget

- Bay management to insure integrity of merchandising based on principal best practice standards
 - Approved P.O.P. material in place
 - Standard Planogram to reflect rate of sales
- Maintenance of cross merchandising
- Call reporting supported with digital pictures
- RTV issues handled at store level
- Coordination of instore demos & events
- New store set-up & re-merchandising as required

