
Case

Study

Contact Information

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Component Manufacturer Gains Insight into DSC Vendor / CE Retailer Relationship

Client: A leading manufacturer of digital camera components.

Business Issue: A leading provider of camera components desired information on the elements of a successful digital still camera vendor / consumer electronics retailer relationship. The company had difficulty reaching the appropriate people within many of the leading retailers and asked InfoTrends for assistance in generating these insights.

The Solution: InfoTrends contacted retailers and digital still camera vendors to obtain information on factors that could influence the relationship between the two, such as:

- Consumer demand
- Bundling
- Return rates/quality
- Co-op marketing programs and spending
- Margin
- Volume/turns

InfoTrends conducted interviews with marketing managers from leading DSC vendors that sell through retail channels to understand their perspective on working with the large retailers. The interviews focused on relationships in general rather than particular activities of specific suppliers. InfoTrends also interviewed several large consumer electronics retailers that spanned the following categories:

- Office Superstores
- Consumer Electronics
- Mass Merchandisers
- Photo Dealers

CASE STUDY

"InfoTrends is extremely responsive when we require information and insight. They understand our ever-changing industry and continually provide knowledgeable third-party feedback on our strategic planning and new product direction."

The Results: InfoTrends generated a summary report of findings from the individual retailer and vendor interviews. This summary provided the client with information regarding the key factors for a successful relationship, as well as the "disconnects" cited by the merchandising and marketing managers. InfoTrends also developed several conclusions and recommendations for the company on how to influence the vendors and retailers. InfoTrends reviewed the findings via conference call.

Getting Started

For more information about InfoTrends' project capabilities and how we can help you, please contact Matt O'Keefe at 781-616-2100 x115 or by e-mail at matt_okeefe@infotrends.com.



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