

## MARKET INSIGHTS

### HOW CAN WE BENEFIT YOUR BUSINESS?

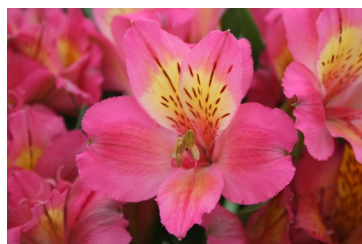
PSI has an extensive network of contacts to conduct independent market research.

We can provide qualitative data on the fresh and prepared produce sectors.



### Example projects

- Understanding from retailers and suppliers why a specific country's top fruit was not acceptable in the UK and what action could be taken
- Review of grapes– sources, varieties, benefits and weaknesses by country
- Review of the implementation of IPM practices and potential for expansion in Spain
- Identify key ethical and environmental and market drivers in German and UK supermarkets and understand marketing potential
- Review of cut flower industry in East and South Africa



### Market knowledge:

- Do you need to understand market drivers in a product area?
- Do you want a candid view from retailers and suppliers on the potential for new products?
  - what key issues need to be considered?
- Can you gain market share by promoting product benefits vs competition?



### Who are we?

PSI has 6 experienced technologists all with extensive retail and supply based experience. Product expertise includes: fresh & prepared produce, flowers, confectionery, soft drinks, chilled convenience foods, canned, grocery & dairy products.