

SMART™

Sales Measurement And Retail Tracking

More than data...it's knowledge. Get SMART.

The SMART Way to do Business

What is my share in stores carrying my products?
What stores should I be in?
Where is the category growing and what is causing the growth?
Where are competitive products performing well?

MSA's SMART service will help you answer these questions and a lot more. SMART data tracks product movement from distributors to retail stores and provides the knowledge you need to:

- ❖ Increase distribution
- ❖ Gain shelf space
- ❖ Grow your share

Benefits

Data offered by other sources only lets you see what's happening at the **market** level. The SMART program's **retail** sales data gives you the power to do something about it. How?

- ❖ Strengthen customer relationships and build support for your products with performance-based trade programs
- ❖ Increase sales using fact-based selling that lets the numbers do the talking
- ❖ Maximize sales force effectiveness through more efficient deployment
- ❖ Develop focused sales strategies that deliver measurable results
- ❖ Minimize information gaps through integration with your direct-to-retail shipments

SMART Reports

The value of any data lies in the ability to use it for improved decision making. Using our unparalleled analytical expertise and over 30 years experience in the tobacco industry, MSA has developed SMART Reports and analyses. These reports deliver actionable market intelligence and a quick ROI on your data investment. They include:

- ❖ Distributor volume, share and inventory trends
- ❖ Brand share ranking and weighted brand share (share in stores selling)

- ❖ Retail tracking reports that provide volume and share information for the stores you are in (your products and competitors' products)
- ❖ Sales opportunity reports which include a list of stores (name and address) that are not carrying your products, along with their industry volume and price tier shares

Data Quality and Management

MSA has a unique and unsurpassed ability to manage huge volumes of data from many sources. This expertise has been refined and consistently proven over the past 40+ years. The SMART program uses MSA's Data@Factory®, a highly sophisticated data management system that cleanses and processes thousands of distributor data files containing hundreds of thousands of stores each week.

About MSA

Management Science Associates, Inc. (MSA) is an international leader in the field of Information Science, specializing in developing new methods for the analysis, management, and automation of information since 1963. We work with market leaders in the media, retailing, consumer packaged goods, tobacco, pharmaceutical, and automotive industries. For our clients, MSA leads the way in state-of-the-art consumer analysis (such as response and loyalty), supply chain management, database management, forecasting, and marketing decision support.

Based in Pittsburgh, MSA also has offices in New York; Chicago; Atlanta; High Point, NC; United Kingdom; and Malaysia.

*For more information on MSA's SMART program,
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