
FASTRAX Retail Auditing

Provides an accurate and fast survey of retail market conditions in select U.S. cities on a regular basis. **FASTRAX** gives you immediate "snapshot" information on your company's brands/commodities, competitive products, and retail conditions.

Applications:

- Use **FASTRAX** to measure your product's distribution, retail price, shelf space, promotional and advertising support, etc. among multiple retailers.
- Use **FASTRAX** to measure your competition's distribution, retail price, shelf space, promotional and advertising support, etc. among multiple retailers.
- Use **FASTRAX** to measure a specific retailer's quality of distribution and merchandising support.
- Use **FASTRAX** to secure samples of retailer merchandising support (newspaper ads, store features, signage, p.o.p, etc.)
- Use **FASTRAX** to compare your product's shelf space, pricing, dating, etc. over time.
- Use **FASTRAX** to track important retail causal data at store level for category management initiatives.
- Use **FASTRAX** to measure shelf space for your brand/commodity among U.S. Retailers.
- Use **FASTRAX** for supermarkets, club stores, drug stores, and mass merchandisers.
- Use **FASTRAX** for category management initiatives and support.

**U.S. Marketing Services
FASTRAX
Market List (As of 9/1/2014)**

<u>Northeast</u>						
<u>Rochester/Syracuse</u>	<u>Boston</u>	<u>NY/NJ</u>	<u>Hartford/Springfield</u>	<u>Philadelphia</u>	<u>Central PA.</u>	<u>Pittsburgh</u>
P&C Price Chopper Tops Wegmans	Hannaford Shaw's Stop & Shop Super WalMart	A&P Food Town Pathmark Shop-Rite	Big Y Shaw's Shop-Rite Stop & Shop	Acme Shop Rite Weis Super WalMart	Giant King's Redner's Weis	Giant Eagle Kuhn's Shop 'n' Save Super WalMart
<u>Central</u>						
<u>Cincinnati</u>	<u>Columbus</u>	<u>Chicago</u>	<u>Detroit</u>	<u>Indianapolis</u>	<u>Milwaukee</u>	<u>Minneapolis</u>
Biggs Kroger Meijer Super WalMart	Giant Eagle Kroger Meijer Super WalMart	Ultra Foods Jewel Meijer Super Target Whole Foods	Beuche's Kroger Meijer VG's	Kroger Marsh Meijer Safeway	Pick N Save Piggly Wiggly Sentry Super WalMart	Cub IGA Supermarket Super Target Super WalMart
<u>Omaha</u>						
Baker's Hy-Vee Super WalMart Whole Foods						
<u>South</u>						
<u>Atlanta</u>	<u>Birmingham</u>	<u>Charlotte</u>	<u>Tampa</u>	<u>St. Louis</u>	<u>Miami</u>	
Costco Kroger Publix Super WalMart Whole Foods	Bruno's Food 4 Less Super WalMart Food World	Harris Teeter Publix Food Lion Super WalMart	Publix Rollin Oats Winn-Dixie Sam's Club Sweet Bay	Dierberg Save-A-Lot Schnuck's Shop 'n' Save	Albertsons Publix Super WalMart Whole Foods Winn Dixie	
<u>South Central</u>						
<u>Nashville</u>	<u>Louisville</u>	<u>Baltimore-Washington</u>	<u>Richmond</u>	<u>Memphis</u>		
Food Lion Kroger Publix Super WalMart	Kroger Meijer Save-A-Lot Super WalMart	Giant Safeway Shoppers Food Weis	Farm Fresh Food Lion Kroger UKrop's	Kroger Piggly Wiggly Super Target Super WalMart		
<u>Southwest</u>						
<u>Dallas</u>	<u>Houston</u>	<u>Kansas City</u>	<u>San Antonio</u>	<u>Reno-Las Vegas</u>	<u>Denver</u>	<u>Phoenix</u>
Albertsons Brookshire's Kroger Tom Thumb	H.E.B. Kroger Randalls Super WalMart Whole Foods	Dillons Hen House Hy-Vee Price Chopper	Albertsons H.E.B. Randall's Super WalMart	Albertsons Raley's Scolaris's Smith's	Albertsons King Sooper Safeway Whole Foods	Albertsons Basha's Fry's Safeway
<u>West</u>						
<u>Los Angeles</u>	<u>Salt Lake City</u>	<u>San Diego</u>	<u>Boise</u>	<u>Portland</u>	<u>Sacramento</u>	<u>Seattle</u>
Albertsons Ralph's Sam's Club Stater Bros. Vons Whole Foods	Albertsons Harmon's Smith's Super WalMart	Food 4 Less Henry's Ralph's Whole Foods	Winco Albertsons Super Target Super WalMart	Albertsons Fred Meyer QFC Safeway	Lucky Raley's Safeway SaveMart Winco	Albertsons Fred Meyer QFC Safeway

- Audits can be scheduled weekly, semi-monthly, monthly, seasonally.
- Multiple store checks available.
- Canadian Markets available: Vancouver, Calgary, Montreal, and Toronto
- Just added: Oklahoma City, Honolulu, and Tucson
- Special U.S. club store audits available

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