



AE RETAIL

AND CONSUMER GOODS PRACTICE



With You Throughout Your Strategic Journey



Strategy Development and Market Positioning

Includes: strategy development, data mining, market research, competitive market assessments, competitor profiles, value proposition development and dashboard services

Channel Management

Determination of the most appropriate mix of channels to distribute your products, including online, storefronts, catalogues and third-party distributors.

Supply Chain Management

Optimisation of the network of warehouses, vehicles and third-party providers to support the distribution of your products.

Marketing

Research services designed to determine your ideal target customer segments and the best way to grab and keep their attention.

Brand Development

Creating a strong brand is one of the most powerful defences against competitive threats. Our brand development research delves into the lifestyle and psyche of your target customers to determine the brand characteristics most likely to resonate with them.

Talent Management

We can help you develop appropriate talent metrics, identify skills and training gaps, and recognise the personality types most likely to excel in each arm of your organisation.

Merchandising

Our merchandising service tracks the effectiveness of your product placement within your storefront on product sales.

Store Portfolio Optimisation

One of the key motivators of repeat visits to a particular store lies in the portfolio of products offered. We can help you track customer perceptions and determine the optimum mix of products to offer.

Product Portfolio Management

Product portfolio management involves assessing the mix of products that you manufacture to determine whether products should be eliminated, new products introduced or variations of existing products be added to the mix.

Tactical Assessments

We offer a number of approaches to determine the success of a promotional campaign or operational change.

On-going Strategy Review

We work with you to continually revisit your strategy to ensure that it remains on track and continues to be relevant as market conditions change.

Our Approach

Helping forward-thinking professionals make fact-based decisions.

Antilles Economics is a data analytics and research consultancy that applies economic techniques to solving business problems. This approach helps enable our clients to achieve higher levels of success.

Uncover Insights

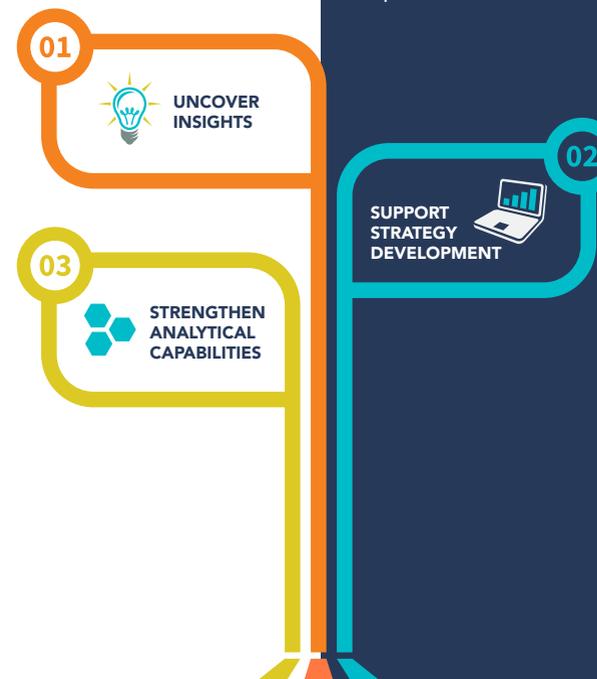
We employ a unique combination of analytical techniques, industry knowledge and creativity to reveal hidden insights. We then translate the output of our research into clear, honest and concise intelligence that drives corporate decision-making.

Support Strategy Development

We advise our clients on how to leverage insights when developing corporate strategy. We base our strategic recommendations on a combination of data analytics and hypothesis testing of the future of our client's market and firm. We then provide ongoing support throughout the execution of the strategy to ensure that clients continue to make decisions based on the best information.

Strengthen Analytical Capabilities

We support our clients' continued development by strengthening their analytical capabilities. We believe that fact-based decisions are only possible when your employees are equipped with the necessary tools and knowledge. Our training, workshops and dashboards ensure that clients are always prepared to maximise the opportunities in their market.



Why Choose Antilles Economics

Helping forward-thinking professionals
make fact-based decisions.

As experienced economists, we go beyond the traditional Caribbean macroeconomics practice and apply our unique combination of techniques and approaches to problem solving in the corporate world. We have built on a strong foundation in econometric and statistical analysis by expanding into market research and qualitative techniques. Our research methods include statistical modelling, regression, conjoint and correlation analysis, Monte Carlo simulation, hypothesis testing, interviews, focus groups, surveys, online communities and secondary research.

By combining techniques, we glean richer insights and make more relevant recommendations. Our clients benefit from their ability to tailor our solutions to ensure more targeted problem-solving, and leverage our findings and recommendations for more effective strategy development and execution.

CONTACT US:

#3 Bulkeley Close
St. George
Barbados

 246.253.4442

 info@antilleseconomics.com

 www.antilleseconomics.com

FOLLOW US:



www.facebook.com/AntillesEconomics



www.linkedin.com/company/antilles-economics



www.antilleseconomics.com/blog

AE Group of Influencers:

www.antilleseconomics.com/antilles-economics-group-influencers/