Electronic Appliance 2008
Mystery Shopping
Activity Conducted in the Netherlands
Comparative Analysis of Wave 1 and Wave 2

Conducted by

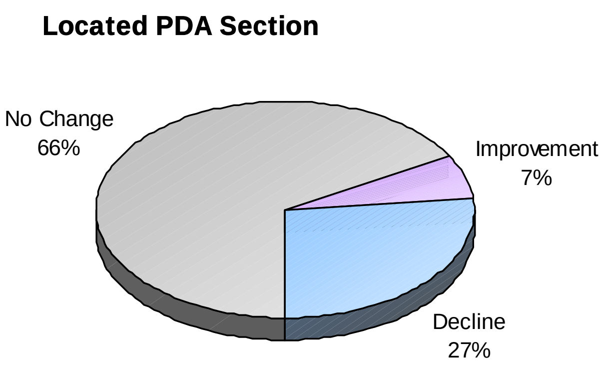
Multivariate Solutions

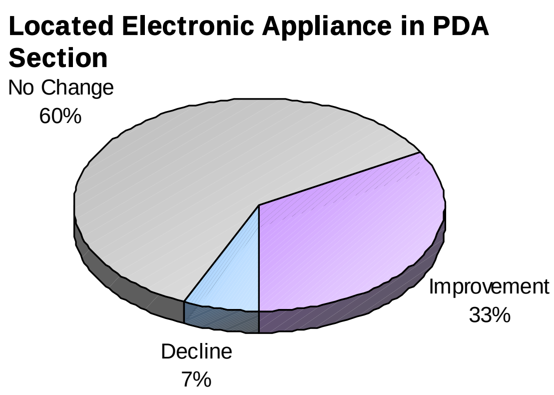
Stores Visited
Common To Both Waves

Group	Address	City
Client Store		Amsterdam
Client Store		Rotterdam
Client Store		The Hague
Client Store		Utrecht
Client Store		Eindhoven
Client Store		Tilburg
Client Store		Almere
Client Store		Groningen

POS & Collateral

Overall, 53% of Mystery Shoppers located the PDA section straight away in Wave 1, but only 33% found it immediately in Wave 2. Only 1 store, CLIENT STORE Southampton, improved on this score over the past wave.





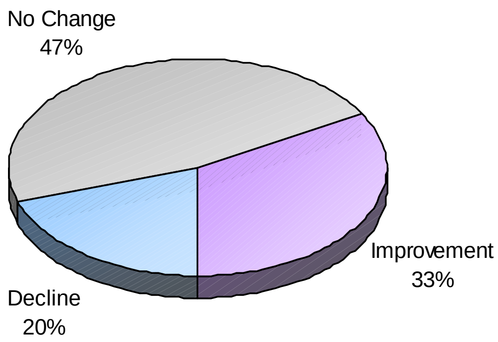
Finding the Electronic Appliance jumped from 53% to 87%, with 5 stores (33%) improving on this score.

POS & Collateral

Presence of POS

The presence of POS rose from 5 (33%) to 7 (47%). However, 5 stores improved on this score and 3 stores decline, which suggests that POS presence is not consistent.

Presence of POS

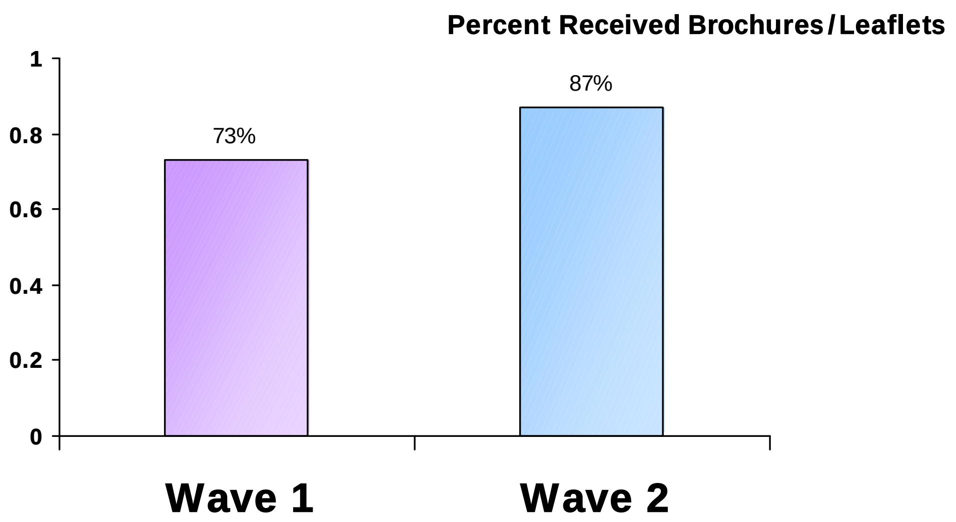


POS & Collateral

Collateral and Leaflets

On average 4.4 collaterals were present per store in Wave 2. This is up from 2.2 in the first wave. This is due primarily to a larger amount of leaflets given out.

The Mystery Shopper received brochures or leaflets from 13 (87%) stores, up from 11 (73%) in Wave 1.

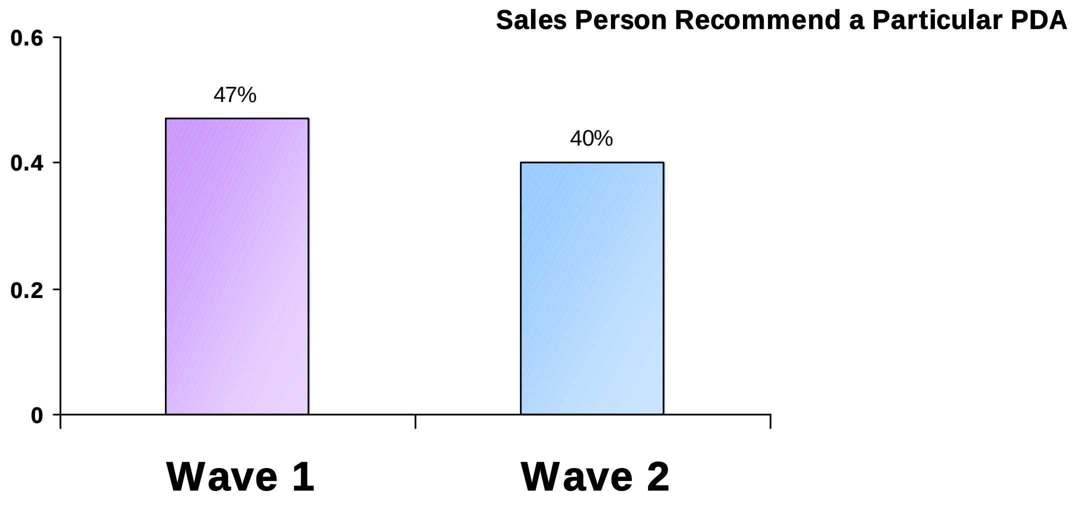


Product Knowledge

Recommend Particular PDA

Only 6 (40%) of stores recommended a particular PDA to the Mystery Shoppers. Three stores (20%) made a recommendation in Wave 1, but not in Wave 2.

In Wave 2, all 6 first recommended PDA's were Electronic Appliance's.



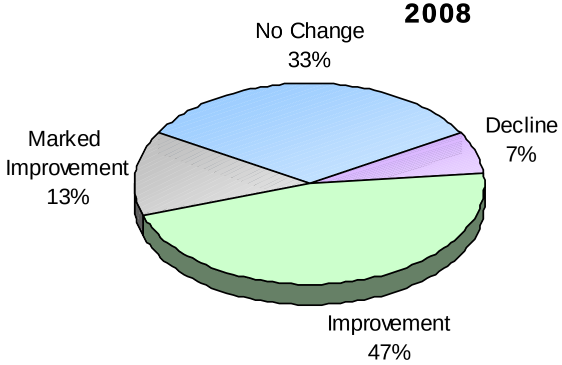
Product Knowledge

Electronic Appliance 2008 Knowledge

There has been a marked improvement in Electronic Appliance 2008 knowledge from Wave 1 to Wave 2. 'Basic Knowledge' rose from 27% to 53% of Salespersons questioned. 'Very Knowledgeable' rose from 7% to 27%.

This, together with unanimous first recommendations, suggests a rise in Electronic Appliance awareness in Dutch stores.

Knowledgeable about Electronic Appliance 2008



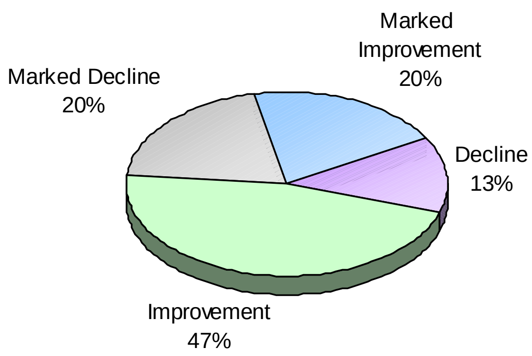
Product Knowledge

Features Mentioned

The average number of features mentioned by salespeople rose from 2.7 in Wave 1 to 2.9 in Wave 2.

Ten (67%) stores either 'Improved' (1-3 more additional mentions) or 'Markedly Improved' (4+ additional mentions), again suggesting that awareness is up.

Number of Features Mentioned



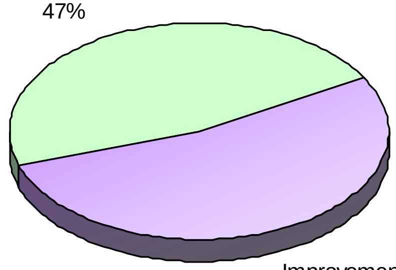
Product Knowledge

Understanding and Knowledge

In Wave 1, only 4 (27%) of Mystery Shoppers felt the salesperson had a clear understanding of the differences between Electronic Appliance 2008 and other PDA's. That number rose dramatically to 12 (80%) in Wave 2.

Overall, more than half, 8 (53%) stores, improved.

Difference between Electronic Appliance 2008 and other PDA's

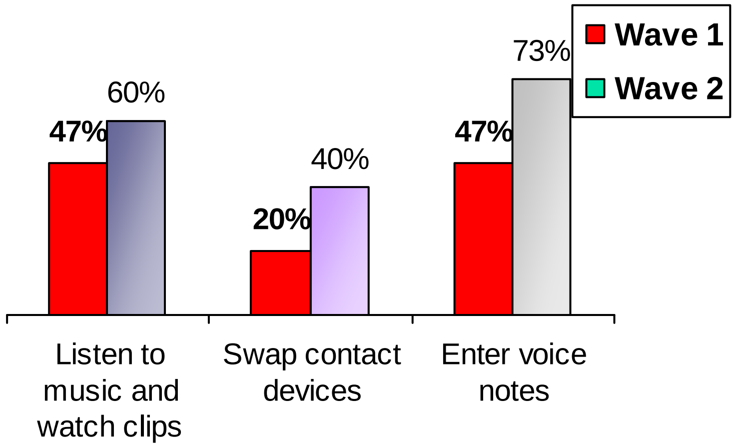


Product Knowledge

Features Mentioned

Knowledge rose across all specific questions about Electronic Appliance 2008 from Wave 1 to Wave 2.

Percentage 'Yes'



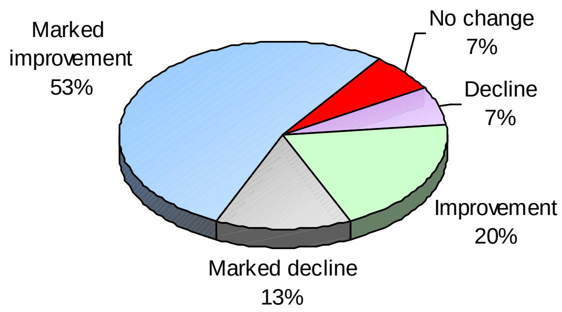
Display

Models Displayed

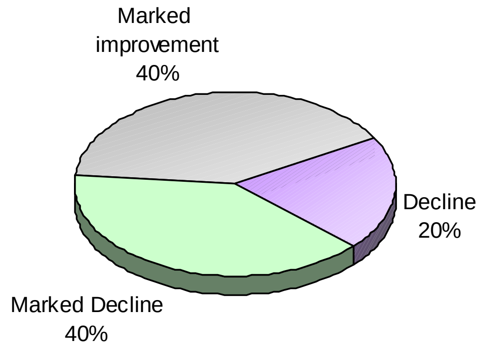
The average number of Display Points (all types) rose sharply from 4.3 in Wave 1 to 7.1 in Wave 2.

Conversely, the average percent estimate of shelf space in the PDA section for Electronic Appliance's fell from 36% to 28%.

Display Points



% Shelf Space for all Electronic Appliance's in PDA section



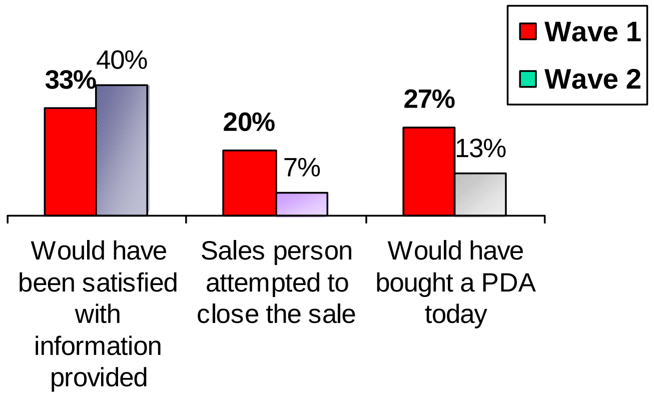
Overall Experience

Overall Experience

Overall, the Mystery Shoppers were more satisfied with information they received in the store in Wave 2 than Wave 1. Fewer salespeople attempted to close the sale and, consequently, fewer felt they would have bought a PDA that day.

Had they purchased a PDA that day, 11 (73%) in Wave 1 mentioned no specific brand. In Wave 2, 14 (93%) said they would have purchased a Electronic Appliance.

Percentage ‘Yes



Key Findings and Recommendations

• On average 4.4 collaterals were present per store in Wave 2 up from 2.2 in the first wave. This is due primarily to a larger amount of leaflets given out. Collaterals increase knowledge of Electronic Appliance.

• There has been a marked improvement in Electronic Appliance 2008 knowledge from Wave 1 to Wave 2.

• Fewer salespeople attempted to close the sale and, consequently, fewer felt they would have bought a PDA that day. That suggests the up-selling is important to close a sale.

•In general, the movement of Electronic Appliance is dependent in large measure on the training and motivation of point-of-sale representatives, namely salespeople.