

# MMR STRATEGY GROUP

Marketing & Management Research



## MMR is the Expert for Your Retail and Restaurant Business

- Understand your current and lapsed customers.
- Identify the demographics and needs of your high frequency customers.
- Assess the ratings and image of your concept, products, or services versus competitors.
- Test new concepts, products, and services.
- Optimize pricing for items, products, and menus.
- Measure consumer attitudes, habits, and purchase behavior in your category.

**MMR helps retailers and restaurants to understand the consumer and attract new prospects by improving the customer experience.**

## Would You Like to Grow Your Customer Base?

MMR™ provides research and consulting services that help retailers and restaurants develop strategies to attract new customers and retain current customers.

MMR studies rely on data gathered directly from customers, along with our firm's decades of experience in marketing, brand management and retail. By understanding the customer and the customer experience, we help clients set strategy and make decisions, particularly relating to concept, menu, merchandise, pricing, service, communications and market expansion.



# Identifying the Customer and the Customer Experience for Your Retail and Restaurant Business

## Growing Your Customer Base with Research-Based Consulting from MMR


Clients rely on MMR to help them attract new customers and retain existing customers. The MMR team has unique experience as line managers, brand managers, consultants, marketers, and researchers. Our projects bring the voice of the customer, the prospect, and the marketplace to clients, including restaurants, foodservice operators, and retailers.


MMR gathers representative, reliable data from relevant consumers and prospects through means such as exit interviews, telephone studies, and online interviewing. That data, combined with our expertise in marketing and strategy, provides insights for making decisions relating to areas such as concept, positioning, menu, service, pricing, communications, and market expansion.


As we examine customers and markets, we focus on the customer experience. Our projects identify the differing needs of frequent, infrequent, lapsed, and prospective customers.


### MMR's Methods for Research and Analysis:

 **More than a Research Firm**  
MMR is a research-based consulting firm. We offer data-gathering capabilities and strategy expertise. We know how to get the information you need to make good decisions, and we know how to translate that information into successful strategy.

 **Providing Insight, Not Just Data**  
MMR helps our clients make better business decisions. We use quantitative and qualitative data to support our client's decision-making in attracting and retaining customers.

 **Wide Range of Data Gathering Methods**  
MMR uses a wide range of methods for data gathering, including customer exit interviews, online studies, in-depth interviews, focus groups, product testing, and tasting panels.

 **Advanced Analytical Methods**  
MMR studies use a wide range of analytical methods, from cross-tabs to advanced segmentation and statistical methods.

 **Focused on the Customer Experience**  
MMR focuses on managing and improving the customer experience. We use our experience in marketing, the restaurant, retail, and the food industry to help our clients acquire customers, improve products, and grow businesses.

**MMR has served restaurants and retailers since 1974, conducting more than 500 studies.**

Call us at (818) 464-2400 to learn more.

# MMR Restaurant and Retail Research

Most MMR studies focus in five key areas:

## Understanding Customers and the Customer Experience

- » Who are our customers?
- » What experience do we provide our customers?
- » What are the differences among people who visit us more and less frequently?
- » What must we change to increase frequency and attract new customers?

## Evaluating Brands and the Marketplace

- » What is the image of our brand and our concept in the overall marketplace? How do we rate versus the competition?
- » What is the potential of our brand, product, or concept?
- » What purchase process and decision criterion do consumers use?
- » Where should we focus our limited resources: advertising, promotions, food or merchandise quality or service improvements?

## Testing New Concepts, Items, Services

- » Which new concept or service should we introduce?
- » How will customers react to changes in our current concept?
- » Which new services are worth investing in?
- » What new items should we add and what should we drop?

## Setting Prices

- » How do consumers rate our menu and merchandise on price and value?
- » Is our menu and merchandise priced right?
- » Which price initiatives and promotions increase trial and frequency?

## Segmenting Customers

- » Who are our frequent, infrequent, lapsed, and prospective customers?
- » Which consumers should we target and what are their profiles?
- » How do we use the marketing mix to attract new customers?

## Case Studies

MMR studies help retailers and restaurants to identify opportunities, solve problems, and set strategy. We deliver not just data, but growth. Here are a few examples.

### **Areas: Customer Experience, Market Opportunity and New Menu Items**

A major regional restaurant chain experienced a double digit sales decline and lower customer counts over a 12-month period.

Through research, MMR determined why repeat business was low and why customers viewed the restaurant as a special occasion restaurant.

With MMR's help, management made changes to their menu, food, and unit layout that resulted in an increase in repeat visits, while avoiding changes that would alienate their current loyal customer base.

### **Areas: Customer Experience and Market Evaluation**

A top Quick Serve Restaurant (QSR) chain with more than 350 units was concerned about sluggish customer growth.

MMR determined that food ratings were solid but that location and service were a concern. Unexpectedly, a high growth competitor was gaining both mind and market share among our client's core customers, who viewed the competitor as a healthy alternative to our client's food.

With MMR's assistance, the company reinforced their core concept, and made changes to operations to increase repeat business during key dayparts. MMR also identified areas of strength for growing customer counts.

### **Areas: Market Opportunity and New Product/Price Mix**

A national entertainment-based retail chain was experiencing double digit declines in sales and profits, despite increases in promotional expenditures.

MMR conducted research among customers and non-customer, and also conducted detailed financial analysis of the store profitability and product mix. The results provided a comprehensive store by store strategy to improve sales, and identified strategies to improve profitability by better pricing, merchandising, and space allocation.

When we combined the financial analysis with survey data with on consumer attitudes and behaviors, the client could make informed choices regarding products, menus, consumer services, and marketing to maximize sales and profitability.



**Want to learn how MMR can help you grow your retail operation or restaurant?** Contact MMR at (818) 464-2400 or [info@mmrstrategy.com](mailto:info@mmrstrategy.com).



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