

The Value For Money methodology

Value for Money is a unique concept in market research, which helps in decision-making on setting prices, communication and targets. It enables to find opportunities for savings as well as investments.

When should you be interested in the Value for Money methodology?

Whenever you are to set the price of a product or service; in the competitive environment it "only" comes up with an advantage, but in the saturated market it can precisely identify the thin line between success and failure.

What role does price play in decision-making on purchasing your services? And what is the role of quality or other parameters?

Are your investments in communication justified? Do you understand your „value for money“?

Do your customers search for the cheapest offer, or, prefer a more transparent offer at a fair price? What price is that? And how should it be balanced or set-off?

How do your customers perceive your value in comparison with competitors?

- If well, can you „sell“ it?
- And if not, how to efficiently and effectively improve it and why?



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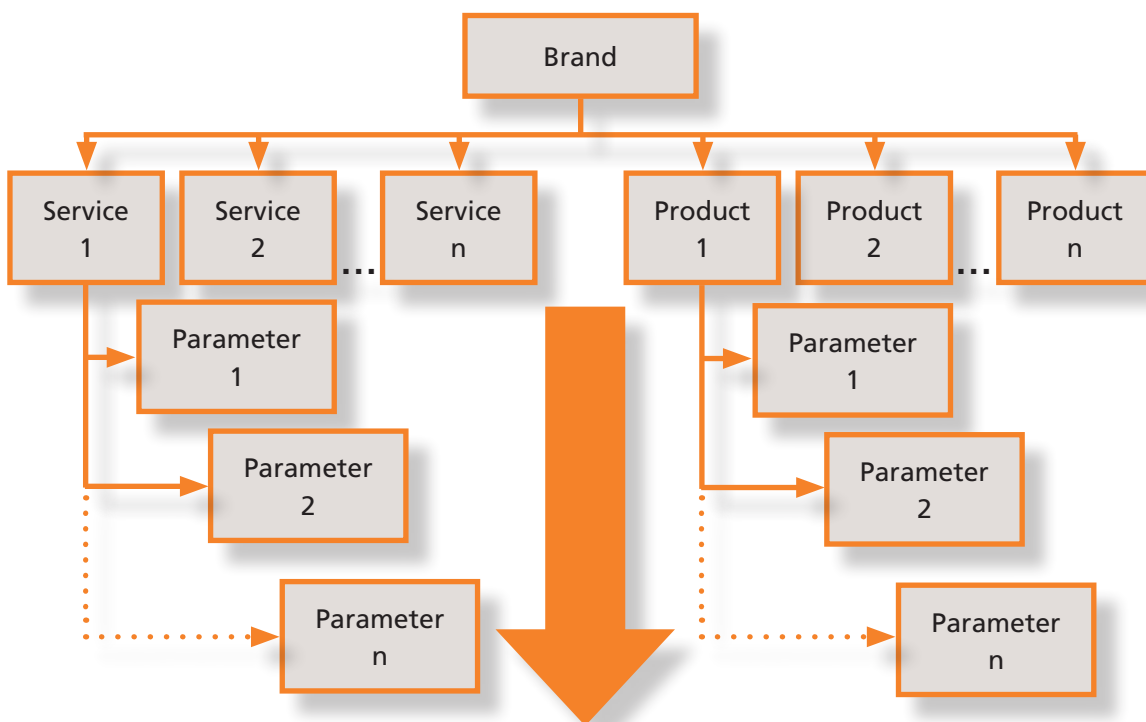
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Value for Money

The overall image of a brand is always influenced by more parameters. Some are really essential, some are only said to be so by customers. Everyone insists that the price contributes to the final decision, and sometimes the price is decisive indeed. But, which customer admits that the product seems cheap and good to him/her? Or, that he/she does not actually know at all how much they pay but still are not happy? They might be even happier had they paid more...!

We ask customers: „How happy are you with the quality/price ratio for ...?“



...the typical answers you get...

- **where / by how much can we increase the price, where / by how much can we save,**
where we deliver a pointlessly luxurious service or a cheap product
- **what to focus on in communication and sale,**
what are our strong points in the perception of customers
- **which products / services can be held back within our costs optimization,**
which are not the value for our clients and so investments in them are not effective



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