



**are you ready
for the
relaunch?**

the numbers.

50% of the planet is coming out of **confinement**

2.7 trillion in **global economic losses** are forecasted.

78.5% of canadian businesses will **need to change** their ways of operating in order to survive.



Where are we now?



CRISIS

POST-CRISIS

	Stage 1 DENIAL	Stage 2 ANXIETY	Stage 3 ADJUSTMENT	Stage 4 REEVALUATION	Stage 5 NEW NORMAL
SOCIETY'S REACTION	Research and information sharing.	Mobilisation of resources and energy	Control of behaviour and impacts	Identification and start of new measures	<i>Assimilation of new and old habits.</i>
EMOTIONAL NEED	Authority Direction	Security Clarity	Support Entertainment	Reflexion Relaxing	
BRAND RESPONSE	Intervention Responsibilisation	Generosity Solidarity	Reflexion Adjustment	Planning Preparing	
LEADERSHIP STYLE	Communication	Confident Reassuring	Inventiveness Openness	Decisiveness Strategy	

*With the progressive restart of
the economy,*

***will your way of doing
things still be the right one ?***

**Where and how
should I sell my
products?**

**Is our position in
the market the
right one?**

**Do we have the
right products
communicated
in the right
way?**

Where and how should I sell my products?

1. How can we **adjust** and **optimize** our **product portfolio**?
2. Does our sales team have the **right tools** to **attain their objectives**?
3. How can we **better adjust** and **follow** our **sales objectives**?
4. How can we **optimize our product distribution** and **sales territories** in new ways?

How to evaluate:

Market potential and opportunity analysis

Geomarketing analysis

Dashboard
Data-tracking and decision-helping tools

Is our position in the market the right one?

1. How can we **evaluate market shares** per category and product **in this new reality**?
2. Is our **positioning strategy** vs our competition **the best**?
3. How have **consumer habits** and **attitudes changed** versus before?

How to evaluate:

Market analysis

Competition Review Analysis

Consumer Habit Analysis

Do we have the right products communicated in the right way?

1. Do **all our products** still need to be **distributed everywhere**?
2. Do our **planograms need to be changed**?
3. Do we need to **adjust** our **online** or **in-store ad messages**?
4. Is the **content** of our POS **still relevant**?

How to evaluate:

Distribution and performance analysis

In-store compliance audits

POS tools and items audit

*In this new reality, do you have the right
information to adjust to these changes?*

We're there for you.



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