

Foodservice Intelligence Tracking

Our Solution

In this economic downturn, reliable information becomes even more important when competing in the market place.

Foodservice Intelligence Tracking (FIT) is the most comprehensive tracking of operation usage by brand available. It allows marketing executives a better understanding of the projected market size and the relative position of all the competition.

Market sizing in foodservice is difficult and expensive to acquire. The majority of methodologies today are panel driven which sacrifice accuracy for the economies of panel utilization. The greatest downside of using panels is their biased behavior.

The copyrighted FIT method relies on several proprietary statistical models to identify outliers and normalize data to determine a projected annual market size. Historical comparison of operator procurement behavior is an additional important key step we perform in volumetric validation. In trending category behavior, market shifts naturally occur and are driven by the economy, taste trends and environmental conditions. They must be and are defined as such.

Four major contributions to accurate representation are:

Method Of Selection:

A proven sample technique in capturing projectable data is a stratified random selection which reduces sampling error and ensures the greatest representation.

Sample Size:

The larger the sample, the more accurate the representation of market behavior, size and shares. For these reasons we have increased our sample size from 2250 to 2700 respondents to assist you in sound decision making.

No Outsourcing:

All phases of the research process are conducted and monitored **internally** within one central location where respondent information is immediately validated. The interval between field and validation and other steps in the research process is minimal and secure. Internal control is imperative to ensure the highest degree of accuracy.

Weighting:

Basically, our weighting method compensates for a disproportionate sample. Proprietary measures are conducted beyond this procedure within segment and area.

Standard Measurements;

- **within** container types, forms and flavors at the brand and net levels.
- **across** twenty-six major segments, all geographic areas and census regions

More accurate segmentation and data cuts are provided to validate your decisions when required.

The result of these features in addition to a strict representation of the top 200 NRN chains, is a highly directional monitor of category behavior.

Unique Reporting:

Share Of Requirements mirrors immediate competitive threats by indicating a share computation and penetration of establishments in your market of users that are shared by specific operators.

The **Volume Distribution** feature displays your competitors usage concentration across all measured criteria.

Our **Category Market Drivers** strongly reflect who and what is driving the market by classifying volume usage and loyalty and by what projected net annual volume and economic growth.

Our methodology will fulfill your needs for precise intelligence. By conducting the largest stratified random sample from the current foodservice universe, coupled with no outsourcing, you can be assured of the highest possible degree of data integrity.

For more information contact:
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Segment	Econ-FIT	Accuracy* ±%
Casual	145	8.3
Family	195	7.1
Fine Dining	85	10.4
Total Full Menu	425	4.7
National Chicken QSR	85	10.4
National Hamburger QSR	85	10.4
National Mexican QSR	85	10.4
National Pizza QSR	85	10.4
National Sandwich QSR	85	10.4
National Specialty	85	10.4
Total National Chain QSR	510	4.2
Independent Chicken QSR	50	13.8
Independent Hamburger QSR	85	10.4
Independent Other QSR	115	8.6
Independent Pizza QSR	115	8.6
Independent Sandwich QSR	85	10.4
Independent Specialty	85	10.4
Total Ind./Reg. QSR	535	4.2
Total Quick Serve	1045	2.5
Lodging	95	9.7
Mass Merchandisers	85	10.4
Convenience Stores	105	9.5
Grocery Deli	85	10.4
Total Leisure/Retail	370	5.0
Total Commercial Sector	1840	2.2
Hospitals	155	7.9
Retirement Communities	145	8.2
Nursing Homes	155	7.9
Total Health Care	455	4.6
School Districts	150	8.0
Colleges/Universities	145	8.2
Business & Industry	110	9.3
Total Other Non-Commercial	405	4.9
Total Non-Commercial Sector	860	3.3
Studied Market	2700	1.8

* At the 95% confidence level