

GO TO MARKET STRATEGY

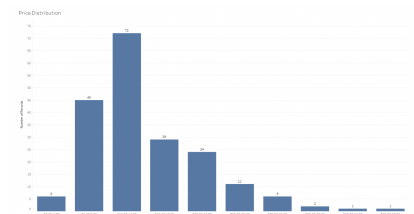
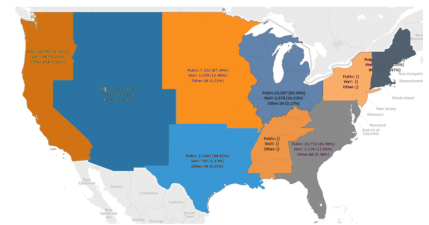


WHO WE ARE

Established in 1999, TR Data Strategy was founded on the idea that data, combined with insights and execution, can transform all aspects of an organization. Working with diversified clients from startups to the nation's largest retailers, TR Data Strategy offers a range of services, connections, and industry experience. No matter the industry, the goal remains the same: **to efficiently bring growth and measured value.**

OUR GO TO MARKET STRATEGY SERVICES INCLUDE

- Defining the Target Audience
- Discovering Needs and Gaps in the Market
- Determining Ideal Sales Channels
 - E-commerce, mass retailers, small chains, etc.
- Conducting a Store Audit if Applicable
- Identifying Resources and Building the Correct Sourcing Team
- Developing a Sales Strategy
 - This could include resource alignment and identification, along with a strategy for both traditional and e-commerce retail
- Determining Appropriate Pricing
- Reviewing Supply Chain Process and Timeline



IS YOUR ORGANIZATION DATA DRIVEN?



Let TR Data Strategy Help You:

- Evaluate New Business Opportunities
- Target Your Audience
- Increase Sales and Profits

For inquiries, contact us at 616-827-3300 or info@trdatastrategy.com