

Selected Experience in the Drug Store Industry

- Conducted focus groups throughout Asia to determine the market entry strategy for a US drug store retailer
- Conducted an in-depth study in Taiwan for site selection for a US drug store retailer
- Conducted focus groups on Hong Kong to address the needs of Chinese consumers regarding drug stores
- Conducted focus groups in Beijing, Shanghai and Guangzhou to determine the feasibility of market entry of a US drug store retailer in mainland China
- Conducted focus groups in the Pittsburgh, Charlotte and other cities in the US to determine drug store usage patterns
- Conducted focus groups in New York to assess the needs of New York City customers
- Conducted focus groups in New York, Chicago and Los Angeles to assess the positioning of health and beauty aids products in drug stores

A Sample of Our Past and Present Clients

- CVS
- Eckerd
- Walgreens