

5 Core Services

Consumer & Industrial Goods Practice

Serving industries including but not limited to human food, pet products, retail, apparel, and heavy industry manufacturers



- Services -



Primary Intelligence



Trade Show Intelligence



Strategy Workshops



Win/Loss Analysis



Competitive Assessments



Primary Intelligence

Fletcher/CSI specializes in the collection of qualitative insights through primary interviews with its network of subject matter experts in the CPG industry



Trade Show Intelligence

Leading CPG companies rely on trade show intelligence to monitor new product launches and trends at industry events



Strategy Workshops

On-site strategy workshops are an excellent means of bringing together a group of individuals and leveraging their collective brain-power to develop innovative strategies.



Competitive Assessments

Assessments of competitor's category management, manufacturing, and sales capabilities are an excellent means of identifying competitive advantages and weaknesses.



Win/Loss Analysis

Win/Loss analysis is an ongoing, systematic analysis of why deals are won and lost and many companies use this service to identify strengths and weaknesses.

Start Improving Your Strategy Today!



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