

# SCOTLAND

## OF FOOD & DRINK

### Consumer Insight Service

#### - Request for Consumer Information -

Kent Business School provides farmers and small food manufacturers with subsidised access to the dunnhumby database – the food purchasing behaviour of 1.4 million UK households. This form is designed to ensure that the information provided is relevant and actionable for your business. Please answer all questions as fully as possible. All information provided will be treated as totally confidential.

#### Contact Details

Company Name:	
Contact Name:	
Address:	
Tel:	
Email Address:	
Website Address:	

#### Description of your business

##### (1) Primary activity

- Farming     
  Food Processing     
  Retailing (e.g. farm shop or home delivery)  
 Other (please specify)...

##### (2) Existing markets/customers

- Supermarkets  
  Food service  
  Direct to the consumer  
  Wholesale markets/merchants  
 Other (please specify)

#### How do you plan to use the information? (please select one of more)

- To support development of promotional material  
  To support development of a marketing plan  
 To support development of new packaging  
  To support development of new product(s)  
 To support a business loan  
  To estimate potential market  
  To support a grant application  
 Other (please specify)

#### What Information Do You Need?

**Please list the product(s) you are interested in (please provide as much detail as possible)**

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**Our standard template report (an example of which is downloadable from our website – [www.kent.ac.uk/kbs/cvcr](http://www.kent.ac.uk/kbs/cvcr)) provides a broad overview of the market for your chosen products or product categories including:**

- *Key Measures* (Category share, sales growth, customer penetration, frequency of purchase, repeat purchase rate)
- *The best and worst performing* products in your chosen product range
- *Regional Hotspots* (Postcodes with the highest customer penetration for your product)
- *Customer Profiles* for your chosen Products (by life-stage, life-style and region)
- *Basket Analysis* (the top 20 products which are most frequently purchased at the same time as your chosen products)

**Please tick here if you require a standard template report for your product(s)**

**If the information contained in the standard report does not address the questions you have, or you require additional information, please give details below:**

### **Confidentiality**

This information is supplied by Kent Business School on the strict understanding that recipients use it exclusively as part of their own marketing and product development activities. Under no circumstances should the information provided be shared with third parties, **without our prior consent**. Failure to comply with these requirements will result in the organisations involved being denied further (subsidised) access to the dunnhumby data and may jeopardise this service provision for farmers and small food producers in the future.

**I accept that under no circumstances should the consumer insight provided be shared with third parties:**

**Signed:**

**Date:**

Please return this form with your Event Registration Form (Workshop 30 November 2009)