



Monthly reports help electronics retailer grow market share



eXtra is Saudi Arabia's largest consumer electronics and home appliances retailer. It has more than 13 million customers as well as 39 stores across the Kingdom of Saudi Arabia, one store in Bahrain and two in Oman.

Our point of sales data enables eXtra to align product availability with market demand, as well as optimize its product assortment, distribution and pricing strategy.

Situation

Our point of sales solutions keep retailers and manufacturers around the world up-to-date on which products are selling, where, when and at what price. Because eXtra is the largest supplier of consumer electronics and home appliances in Saudi Arabia, we wanted to establish a mutually beneficial relationship with the company.

Approach

Since 2013, eXtra has been sharing its point of sales data with us in exchange for a set of standard and customized monthly GfK retail reports. Where some retailers seek payment for such data, our partner believes that the benefit of our services is valuable compensation.

Outcome

eXtra uses our reports to align product availability with the expected market demand, as well as to optimize its product assortment, distribution and pricing strategy.

The reports address the needs of a broad range of stakeholders at eXtra, including managers, buyers and the marketing team. It helps them to set clear strategies for commercial growth, negotiate with suppliers and increase return on investment.

With accurate and granular retail sales data, our partner has a good understanding of how products and services are performing in the market as well as a clear view of local and global trends.