

## DETERMINE YOUR GOALS AND DEVELOP A PLAN

### *What can MCG do for you?*

Merchandising – We will execute plan-o-grams, shelf maintenance, ensure displays and signage are utilized properly. Our goal is to make sure products are out of the stock room and on the selling floor.

Trunk Shows/Bridal Fairs – In-store events have long been a tool to drive sales at retail. MCG will coordinate product and display set up, demonstrate your products, register guests and handle general hosting responsibilities.

In-store personnel – We know that the sales associates in all retail locations are spread very thin. For the retailers' staff to be thoroughly familiar with dozens of products within a department is not likely. MCG's in-store sellers are experts on your products. They are fully versed in the products' features and benefits and can handle questions with intelligent and compelling responses.



MCG is a member of NARMS-The National Association for Retail Marketing Services (NARMS) represents the Merchandising & Marketing Sales and Service Industry on an international basis. NARMS members perform well over \$2 Billion in merchandising services, sales marketing, and event marketing services each year.

### CONTACT A REPRESENTATIVE TODAY

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## MEETING RETAIL OBJECTIVES PROVIDING MERCHANDISING SOLUTIONS





- Initial plan-o-gram setups/maintenance and compliance
- Product replenishment
- POP/POS signage placement and maintenance
- In-store demonstrations
- Merchandising resets/re-packaging
- Inventory and order responsibility
- Product return
- Mystery shopping

MCG fields a team of 2500 specialists to support the bottom line with essential services. MCG leverages technology and the internet to deliver customized training to our field specialists. Each program is designed specifically for the vendor and merchant to ensure our field people are getting the job done and exceeding expectations.

MCG field specialists bring back vital information from the sales floor. Retailers and vendors that are better informed make better decisions. Web reporting provides MCG clients with 24/7 access to service reports.

MCG (Market Connect Group) is a comprehensive retail merchandising service company offering manufacturers and retailers trained in-store specialist to assist with sell through.

Our expertise is in the mid to better retail sector. We have successfully executed initiatives in all of the categories below:

- Men's apparel and accessories
- Women's apparel, intimates, accessories and jewelry
- Children's apparel and accessories
- Home, gifts and luggage

MCG programs have been implemented with leading retailers such as:

- Bed Bath & Beyond
- Belk
- Bloomingdale's
- Boscov's
- Crate & Barrel
- Dicks
- Dillard's
- Fortunoff's
- JC Penney
- Kohl's
- Lord & Taylor
- Linen & Things
- Macy's
- Mervyns
- Sears
- Williams Sonoma
- ... and many more



## WHY MCG?

### Reason 1

MCG is national.

One company to cover your needs in all US markets, Canada and Puerto Rico. One point of contact for you. Comprehensive and uniformly formatted reports for all doors. Consistency in your messaging and presentation at point of purchase.

### Reason 2

MCG is your eyes and ears on the selling floor. Within 48 hours of a store visit, our merchandiser will post reports which have been developed to your exact requirements on our client privacy protected web site. With this information you can make better and more informed decisions about your business.

### Reason 3

Photos of before and after store visit. Feel comfortable that the work is being performed to your expectations.

### Reason 4

We match the merchandisers to the venues they service. We do believe image is important. We want you to be comfortable with the people out in the field representing you and your products.

### Reason 5

Our sales people have retail experience. We understand how the sales arena operates. We know the importance of the product, stock and relationship. We know who shops where and what programs and marketing efforts work at point of purchase.