

# Hands on: Retail co-creation with ShopSafaris



Growth®

## When ShopSafaris?

- Pretesten of new or renewed retail formulas
- Improving retail outlets with problems (turnover)
- Co-creation in retail. Developing new shop parts with the shopper.

## Target groups?

- All retail formulas in food and non food
- The larger shop entrepreneurs

## Report is a Comic book

The client can look through the shoppers eyes. Shoppers take a lot of pictures of their shop experience.

We can keep the costs as low as possible by a down to earth approach, without losing quality.

