

Marketing Research

Information that leads to success



THE WFCFA CONDUCTS MARKETING RESEARCH STUDIES WHICH ARE AVAILABLE TO MEMBERS.



The World Floor Covering Association maintains a library of WFCFA-commissioned marketing research which is available to members. These studies enable them to better understand shopping trends using consumer focus groups, retailer studies, market trend surveys and our own *Financial Management Report*. New research is added regularly.

SOME OF THE RESEARCH CURRENTLY AVAILABLE:

- **Consumer Research Study**

A quantitative research study to understand how the typical consumer shops for floor covering.

- **Market Trend Survey**

Retail members are surveyed quarterly and by region to understand sales trends.

- **Financial Management Report**

Contains national averages for member businesses for income and expense line items. Results can be used to evaluate your business performance.

- **Utilizing B2B Technology**

A case study evaluating the operational efficiencies of a B2B (*Business to Business*) system.

For more information:
visit www.wfca-pro.org
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or e-mail us at wfca@wfca.org



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