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REPORTS ON RESEARCH ACTIVITY FROM MEMBER ORGANISATIONS
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AS OF DECEMBER 1970

Research Department,
International Cooperative Alliance,
11 Upper Grosvenor Street,
LONDON, W1X 9PA,
England.

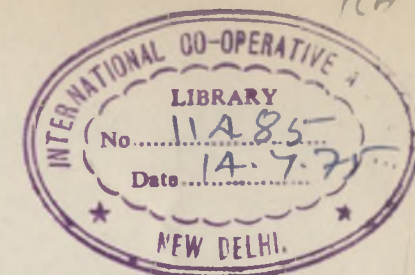
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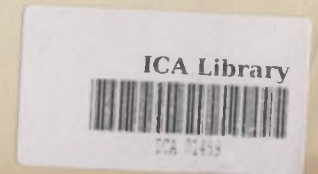
REPORT ON RESEARCH ACTIVITY TO DECEMBER 1970



Correspondent

C. Cross,
Manager,
Marketing Services.

1. Extensive research into the present and likely future use of packaging materials within the various trading groups of the C.W.S.
2. A complete review of Egg Marketing Policy within the Co-operative Movement arising out of the publication of a report recommending the dissolution of the Egg Marketing Board.
3. A detailed review of the Cooperative Flour Trade and made recommendations leading to a new pricing policy being adopted which has subsequently been evaluated by this department and would seem to confirm the correctness of our recommendations.
4. A number of special analyses of consumer panel data and our own shop audit data together with examinations of other published sources which can generally be considered as a detailed analysis aimed at identifying precisely the characteristics of the various types of Co-op shopper.
5. A complete analysis of all existing data available to us in an attempt (not successful) to isolate those factors which positively affect the performance of "own label" products.
6. A number of surveys in selected societies to evaluate consumer reactions to dividend stamps. These have been supplemented by one or two smaller studies of the trading factors of the introduction of stamps.
7. A very large scale study of the whole of the non-food trade carried out by the Cooperative Movement in the area now covered by the new North Eastern Cooperative Society.
8. Finally we have carried out a range of some 40 product tests to evaluate new Co-op label products which are likely to be introduced or have been introduced.



THE YEAR 1969

(1) Projections

(a) Projections of sales 1980

These continue to refine our projections of 1972 (made in 1968). They comprise the foreseeable development of the turnover of the consumer cooperatives and companies belonging to BdK. and the number of shops and the shop network up to 1980, with intermediate projections for 1972 and 1975.

(b) Regional projections 1980

Development of turnover and shop network of the shops, supermarkets and departments of co-op lebensmittel for 29 regions for the years 1972, 1975 and 1980.

(c) Sales projections according to type of shop and commodity group

Turnover and number of shops projected by the following types of shop:

- small food shops (up to 250 square metres)
- large shops (250 to 400 square metres)
- supermarkets (over 400 square metres)
- co-op centre
- SB-markets (over 2,000 square metres)
- SB- department stores
- furniture stores

In addition, turnover is broken down according to the following groups:

food, consumer goods and furniture.

(d) Bread and bakery products 1980

Development of consumption and of turnover potentials. For the purpose of these projections a marketing concept for bread and bakery products was devised.

(2) Investigation of Cooperative "Verbrauchermärkte"

Analysis in terms of development of turnover, costs, profit margins and price and assortment policies.

(3) Consumer Research

(a) Research on cooperative image

Image studies were conducted for three large consumer cooperatives in conjunction with the Market Research Institute. The purpose of these investigations was to determine the views and attitudes of consumers concerning consumer cooperatives.

(b) Questionnaire survey of customers in five "Verbrauchermärkte"

The purpose of the questionnaire was to determine how far and by what transport customers travel to the stores and what they thought of the stores.

Keskusosuusliike OTK,
HELSINKI 10, Finland.

Correspondent

Mr. Eero Rantala,
OTK Marketing Research Dept.

REPORT ON RESEARCH ACTIVITY DURING 1969

TITLE OF RESEARCH PROJECT	BRIEF DESCRIPTION OF PROJECT	METHOD USED	WORK UNDERTAKEN BY
Competition situation charting for 1964 and 1968	Competition analysis by municipal area	Desk study	Marketing Research Department
Study of co-ops theoretical shop network for 1980 (unfinished)	Forecast by municipality	Desk study, field study	Marketing Research Department
Area analysis measuring department stores, supermarkets and other shops	Separately for each new investment	Desk study, field study	Marketing Research Department
Forecasts till 1990 for growth of consumption	Forecasts for food and non-food product by product group	Desk study	Marketing Research Department
Monthly forecasting till 1990 for furnishing and furniture shop sales	Study concerned the 80 largest population centres	Desk study	Marketing Research Department
Price level studies	By product classification of price levels for several areas	Test purchases, inspection	Marketing Research Department, Co-op Society
Demand studies	Consumer panel studies of coffee, meat, sausage, biscuits, margarine and juices	Panel study	Marketing Research Department, Research Institute
Research into co-op enterprise image and buying habits	Customer attitudes to co-ops and their buying habits	Interview study	Marketing Research Department, Research Institute

Keskusosuusliike OTK (Cont'd.)

TITLE OF RESEARCH PROJECT	BRIEF DESCRIPTION OF PROJECT	METHOD USED	WORK UNDERTAKEN BY
Shop inventory studies	Inventories by product for sales structure inspection	Shop panel, inspection	Marketing Research Department, Research Institute
Shop coverage studies		Shop panel, inspection	Marketing Research Department, Research Institute

REPORT ON RESEARCH ACTIVITY DURING 1969

TITLE OF RESEARCH PROJECT	BRIEF DESCRIPTION OF PROJECT	METHOD USED	UNDERTAKEN BY
1. <u>Studies and Reports</u> <u>Relating to Preparation</u> <u>of Long-Range Programmes</u>		Desk studies based on information received from various sources	Research Department
Memorandum of the total programme committee to the Board of Administration of YOL and SOK			
"The total programme, policy, principles of activity and goals of the SOK organisation in the 70's"	The motion of the Board of Administration in the district meetings in Spring 1969		
The motion of the Board of Administration of YOL and SOK for the whole programme of the SOK organisation in the 70's, its completion, revision and preparation for printing			
Introductory reports on the whole programme of events in the field of information in May 1969 and in the Annual Congress of YOL on 4th June 1969			

TITLE OF RESEARCH PROJECT	BRIEF DESCRIPTION OF PROJECT	METHOD USED	UNDERTAKEN BY
<p>Instructions for the treatment of the programme draft to the planning groups and administrative organs of cooperative societies in August 1969 and preparation of the questions put to the cooperative societies</p>			
<p>Summary of the statements of cooperative societies and of the answers they have given to the questions concerning the whole programme</p>			
<p>"Whole programme of the SOK organisation in the 70's"</p>	<p>Draft for the motion to be made to the Board of Administration of YOL and SOK concerning the revision and procedure of handling the programme draft</p>		
<p>2. <u>Other Studies Relating to Business Economy</u></p>			
<p>Maps of the trade catchment areas 1969</p>	<p>Territorial division on the basis of general researches into trade catchment areas for the planning of the areas of operation, investment and commercial services of cooperative societies (53 areas)</p>	<p>Team work</p>	<p>Research Department</p>

TITLE OF RESEARCH PROJECT	BRIEF DESCRIPTION OF PROJECT	METHOD USED	UNDERTAKEN BY
Information folder 1969	Figures and prognoses about the development of the society, economic life and trade in Finland 1960-1980	Team work	Research Department
Development of the shop network 1963-1967	Annual indexes about development per groups of shops, detailed data calculated by computers	Shop register	Research Department
Development of the shop network 1964-1968	Annual indexes about development per groups of shops, detailed data calculated by computers	Shop register	Research Department
Development of the shop network 1967 and 1968	General survey	Shop register	Research Department
Retail prices in competitive shops in October-November 1968	Comparative study in 84 localities	Perceptive study	Research and Education Departments
Studies of prospects for investment and activity in 33 cities and towns		Desk studies	Research Department

In addition, several memoranda, statements, prognoses and other brief reports were drawn up through the action of the Board of Directors, departments and committees of SOK.

3. Market Research
(continuing research series)

Coffee: demand and market shares	The market shares of roasting plants and the consumption of different brands	Household panel
Fresh fruit: demand and market shares		Household panel

TITLE OF RESEARCH PROJECT	BRIEF DESCRIPTION OF PROJECT	METHOD USED	UNDERTAKEN BY
The sales of some food products and the shop coverage		Inventory researches	
The sales of some cosmetics and toilet articles and the shop coverage		Inventory researches	
The amount of TV advertising and advertising costs	The amount per day and per month, the costs per month, for all the advertising enterprises	Desk study	
<u>Market Research</u> (special)			
Furniture market	The purchases of furniture by families and the factors affecting the choice of purchasing place as well as the idea of a furniture hall	Interview study	
How well SOK's marketing campaign "Spring to cheerful home" has been noticed		Interview study	
The corporate images of the SOK organisation and cooperative societies in 5 regions		Interview study	

TITLE OF RESEARCH PROJECT	BRIEF DESCRIPTION OF PROJECT	METHOD USED	UNDERTAKEN BY
Special offers for foodstuffs and the advantageousness of prices in the food-stuffs shops		Interview study	
How well non-woven products made from artificial fibres are known and the use of these products		Interview study	
Purchasing habits in respect of bread, cakes and other bakery products; and opinions on the quality and variety of these products		Interview study	
Packaging tests for new chocolate products		Comparative interview study in Helsinki	
Comparative taste tests for milk chocolate products		Test groups	
Opinions of sales assistants of SOK cooperative societies concerning product variety of the new PANDA chocolate factory		Written enquiry	

Kooperativa Förbundet,
STOCKHOLM 15, Sweden.

REPORT ON RESEARCH ACTIVITY TO JULY 1970

Correspondent

Mr. Göran Lindberg,
Central Research Dept.,

<u>TITLE OF RESEARCH PROJECT</u>	<u>BRIEF DESCRIPTION OF PROJECT</u>	<u>METHOD USED</u>	<u>UNDERTAKEN BY</u>
<u>Work completed</u>			
1969:11	Leisure time sector		A. Färnlöf
1969:16	Sales point 1970. Effect survey of the various sales points in a food shop		G. Ström
1969:63	Consumption estimates for period 1960-2000. Forecast for long-term use		S. Lindfors
1969:65	Obs! store - shopping loyalty - behaviour and effects	Interview sur- vey at a cooper- ative, externally established super- market in Stock- holm	B. Allard
1969:66	The market for fish and shellfish		A. Tener
1969:73	External establishment in Kristianstad		J. Hermelin

TITLE OF RESEARCH PROJECT	BRIEF DESCRIPTION OF PROJECT	METHOD USED	UNDERTAKEN BY
1969:75	Member survey, Solidar society 1969		B. Allard
1969:76	Regional population prognoses		R. Norman
1969:79	Practical display and experience	Customer poll at Interiör and Obs! stores, 1968. Views and findings from survey 1969:65	B. Allard
1969:82	The market for flour, grain and bakery products		P. Tönus
1969:89	Changes in population's age structure up to year 1990		R. Norman
1969:91	Private consumption 1968		G. Lindberg and S. Lindfors
1969:94	Various types of house- holds and target groups; development up to 1980		R. Norman
1969:95	The market for processed meats		A. Färnlöf
1969:99	Forecasts for beverages 1968-80		R. Hansryd
1969:102	Income development in Sweden		R. Norman

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TITLE OF RESEARCH PROJECT	BRIEF DESCRIPTION OF PROJECT	METHOD USED	UNDERTAKEN BY
1969:105 The teenage market	The development in Sweden of the teenage population group		R. Norman
1969:106 Survey of competitors' prices	Food prices in 71 towns, autumn 1969		M. Mattsson
1969:108 Pleasure boats			A. Färnlöf
1969:109 Consumption development in the 70's			P. Tönus
1970:6 Population, price and consumption changes 1968-1969			S. Lindfors
1970:13 Nordic chocolate and confectionery market			R. Hansryd
1970:24 The TV market 1970-73			A. Färnlöf
1970:71 The beverage market			A. Färnlöf
1970:72 The consumer speaks - Annons Svea advertising agency	Poll on consumer attitudes and behaviour		A. Lindén

TITLE OF RESEARCH PROJECT	BRIEF DESCRIPTION OF PROJECT	METHOD USED	UNDERTAKEN BY
<u>Work in Progress</u>			
Systematic analysis of socio-economic development			J. Hermelin
Commercial kitchen market - collective poll			J. Hermelin
Karlholms AB - heightened industrial democracy, a staff survey			M. Hermelin
Bygg & Transport - attitude to office landscape	Survey on the attitude to office landscape of staff in a subsidiary company	Interviews	M. Hermelin
Attitudes towards the cooperative idea among co-op staff			M. Hermelin
Valbo-Bydalen stage II - structural development	The effect and influence of a newly established supermarket on the rest of retail trade in its area		C. Lind
Skärholmen - analysis of its area of influence	Charting of customer structure in a new suburban centre		C. Lind
Standards for parking space at hotels	Survey of the parking requirements at hotels		C. Lind
Establishing Department's 1970 Market Survey	Review of earlier plans concerning consumption potential and market shares for the cooperative movement, region by region		S. Lindfors

TITLE OF RESEARCH PROJECT	BRIEF DESCRIPTION OF PROJECT	METHOD USED	UNDERTAKEN BY
Prices of raw materials for restaurants	Construction of price index for restaurants' purchase of raw materials		M. Mattsson
Information survey (Central Information and Education Council)	Information and education plan for Information and Education Council		A. Lindén
Distribution centre	Perspective plan for the future distribution of goods within the cooperative movement		P. Tönus
Market information for AB Karlshamn Oil Refineries			A. Färnlöf
The bread market in Stockholm			A. Färnlöf
Pattern for food forecasts			R. Hansryd
Refrigeration in commercial kitchens			R. Hansryd
The distribution of goods in Southern Sweden	The siting of regional warehouses		H. Hjort
The market for urban products			A. Tener
Market survey for non-foods	Market share calculations based on official manufacturing and trade statistics		A. Tener
Eating, drinking, table decoration and serving functions in the 70's	Market survey for AB Gustavsberg's China Factories		H. Hjort

TITLE OF RESEARCH PROJECT

BRIEF DESCRIPTION OF PROJECT

METHOD USED

UNDERTAKEN BY

The market for watches,
optical and jewellery
goods

INTERNATIONAL COOPERATIVE ALLIANCE
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A. Tener

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