



'INSEGNA DELL'ANNO ITALIA'
ESEMPIO



PREMESSA

The elections, which took place on November 15th, 2023, have resulted from the past few months, 200,000 consumers have voted their favourite retailer. The result? 452,100 reviews. The awards have been presented in 20 categories. To the winners: congratulations!

In this report you will find an overview of the results of the competition, your strengths, but also your areas of improvement. These insights offer you the opportunity to keep improving your performance. An overview of the methodology and an explanation of the methodology can be found at [www.q&a-research.it](#). If you have any questions or comments, please contact us.

With kind regards,
Organization team: Retailer of the Year

Q&A Research Italia srl
Via Cavour 86
60033 Chiaravalle (AN)
Italia

Le informazioni in questo report non possono essere condivise con terzi senza consenso, ad eccezione del punteggio finale e del risultato dell'insegna.

SONDAGGIO COMPLEMENTARE

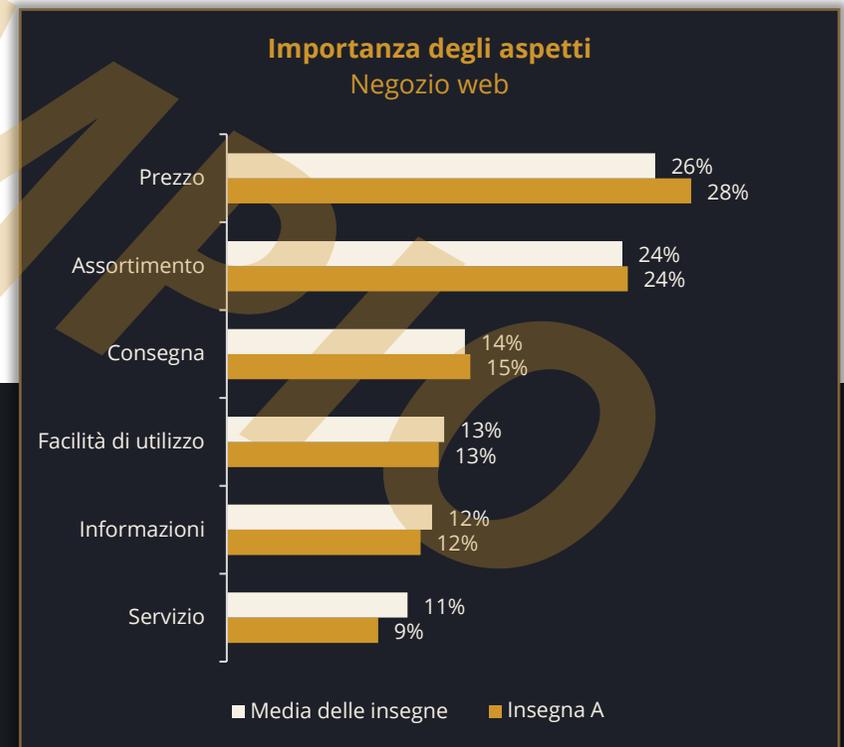
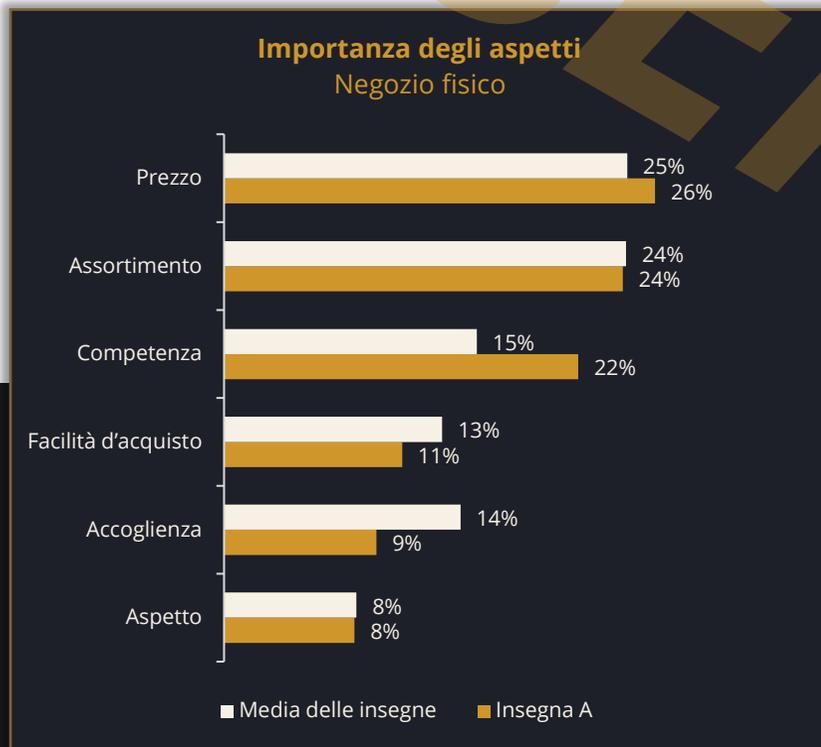
In concomitanza con le votazioni, Q&A conduce un sondaggio con un gruppo di consumatori, chiamato Q&A Panel. In questo sondaggio viene chiesto agli intervistati di indicare quali sono i fattori più importanti nella scelta di un determinato negozio fisico o web. La valutazione tiene conto di sei fattori che i consumatori considerano nel valutare le insegne fisiche e web. Si tratta di un campione di almeno 200 intervistati per categoria con risultati suddivisi in base al sesso e all'età. Oltre al valore dei fattori, si identificano altri elementi come l'importanza delle abitudini d'acquisto, le fonti d'informazione, la sostenibilità e gli addetti.



IMPORTANZA DEI FATTORI

What is important to consumers in your sector when choosing stores and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the coming year.

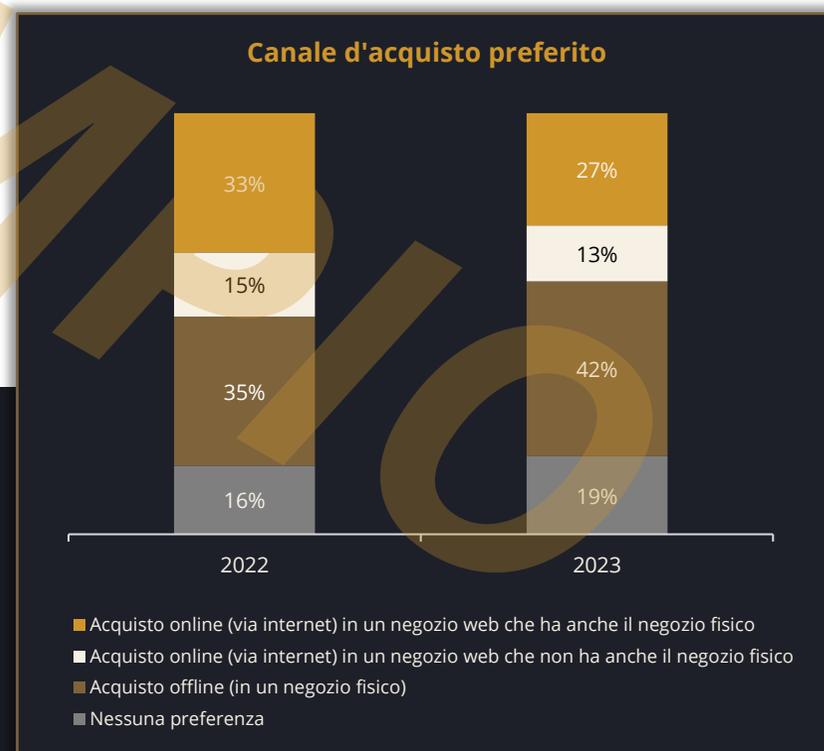
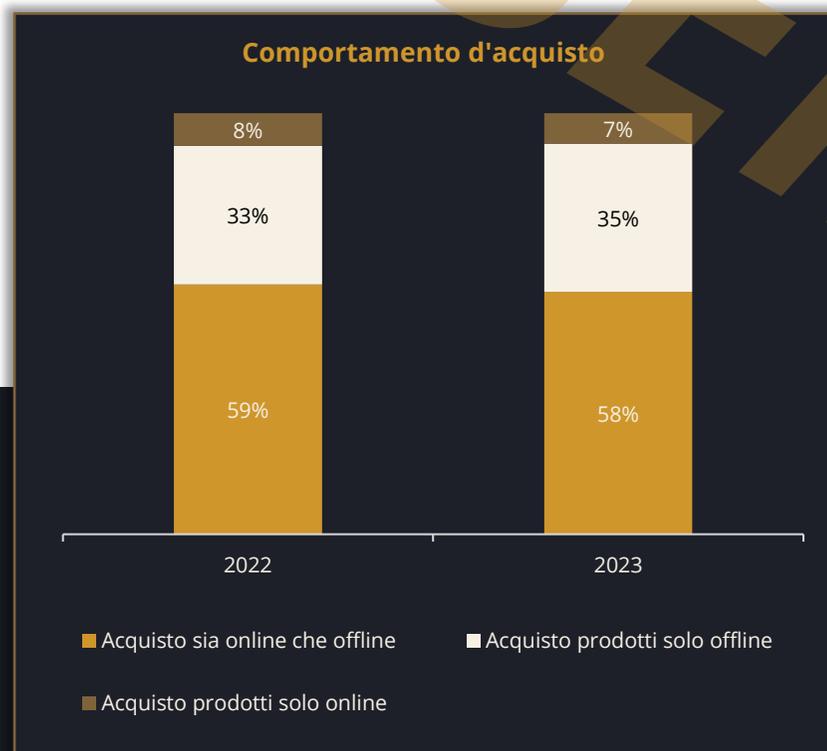
What is important to consumers in your sector when choosing stores and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the coming year.



ABITUDINI D'ACQUISTO E CANALE PREFERITO —

What is important to consumers in your sector when choosing stores and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the coming year.

What is important to consumers in your sector when choosing stores and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the coming year.

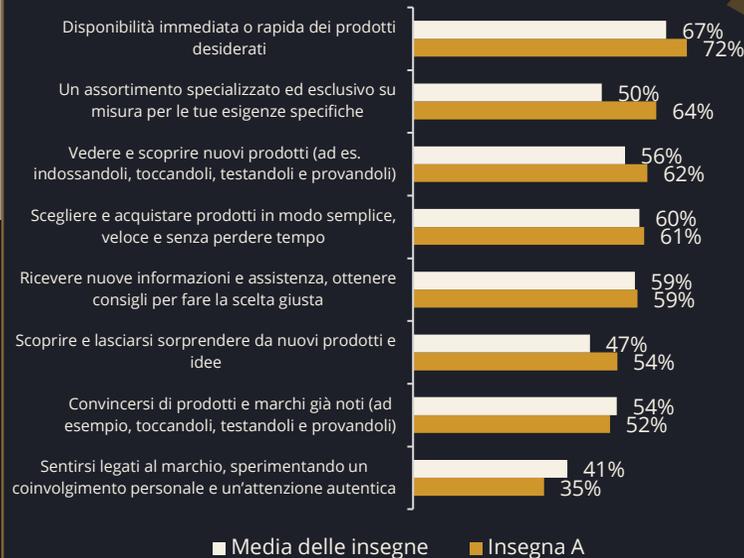


FUNZIONE DEL NEGOZIO E DEL PERSONALE

What is important to consumers in your sector when shopping there, and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects listed in which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the coming year.

What is important to consumers in your sector when shopping there, and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects listed in which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the coming year.

Indica quanto contano per te queste funzioni di un negozio.
% (molto) importante



Indica quali mansioni acquisiranno nel tempo più importanza per un addetto in futuro.

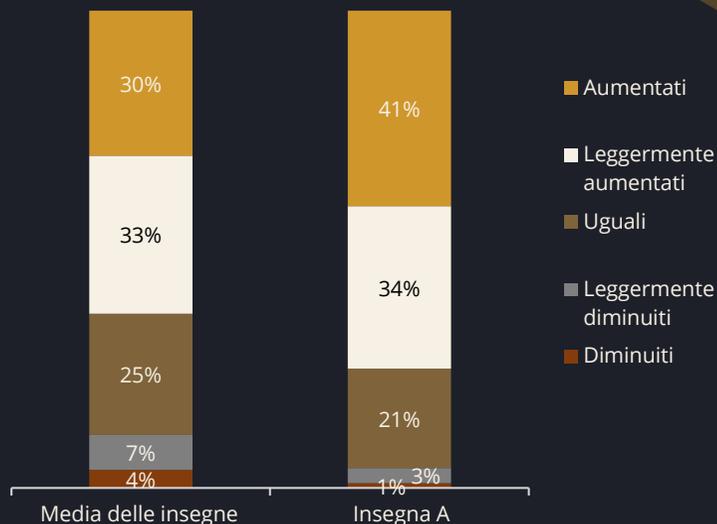


PERCEZIONE DEI PREZZI E ABITUDINI D'ACQUISTO —

What is important to consumers in your sector when choosing brands and what should you be good at to ensure you can win consumers who shop in your sector regularly? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the marketing plan.

What is important to consumers in your sector when choosing brands and what should you be good at to ensure you can win consumers who shop in your sector regularly? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the marketing plan.

Quanto ti sembrano cambiati i prezzi in questa categoria nel XXXX rispetto all'anno scorso?



Quanto hai modificato le tue abitudini di acquisto in questa categoria dall'aumento dei prezzi?

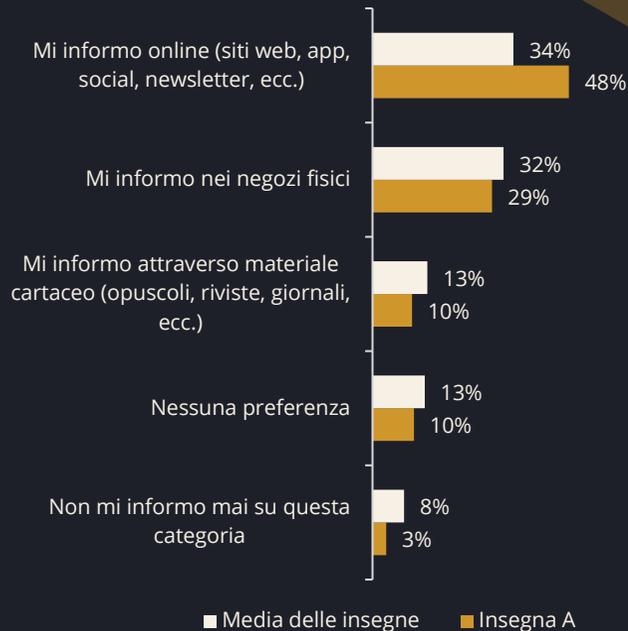


INFORMAZIONI E SOSTENIBILITÀ

What is important to consumers in your sector when making their purchase decisions? And what should you be doing to ensure you can serve consumers who share these concerns? The figures below provide insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the marketing plan.

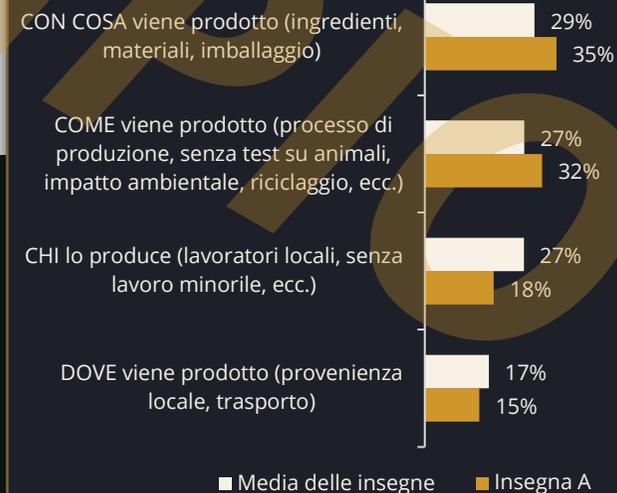
What is important to consumers in your sector when making their purchase decisions? And what should you be doing to ensure you can serve consumers who share these concerns? The figures below provide insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the marketing plan.

Come preferisci orientarti?



Guarda i criteri di sostenibilità sottoindicati; su cosa dovrebbero concentrarsi maggiormente le insegne? Fai una classifica dei criteri da 1 a 4.

% quanto classificato al 1° posto



CONSEGNA E RESO

What is important to consumers in your sector when ordering items, and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the coming year.

What is important to consumers in your sector when ordering items, and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the coming year.

Quale delle seguenti opzioni preferisci per la consegna quando effettui un ordine online?



Quanto saresti disposto/a a pagare per restituire un pacco?



RISULTATI



IMPORTANZA- PERFORMANCE

In the upper left corner, we find the aspects which consumers do not particularly appreciate and which do not seem particularly well significant for the policy, nor very important for the brand and the other points.

In the upper right corner, we find the aspects which consumers do not particularly appreciate and which do not seem particularly well significant for the policy, nor very important for the brand and the other points.

In the lower right corner, we find the aspects which consumers do not particularly appreciate and which do not seem particularly well significant for the policy, nor very important for the brand and the other points.

In the lower left corner, we find the aspects which consumers do not particularly appreciate and which do not seem particularly well significant for the policy, nor very important for the brand and the other points.

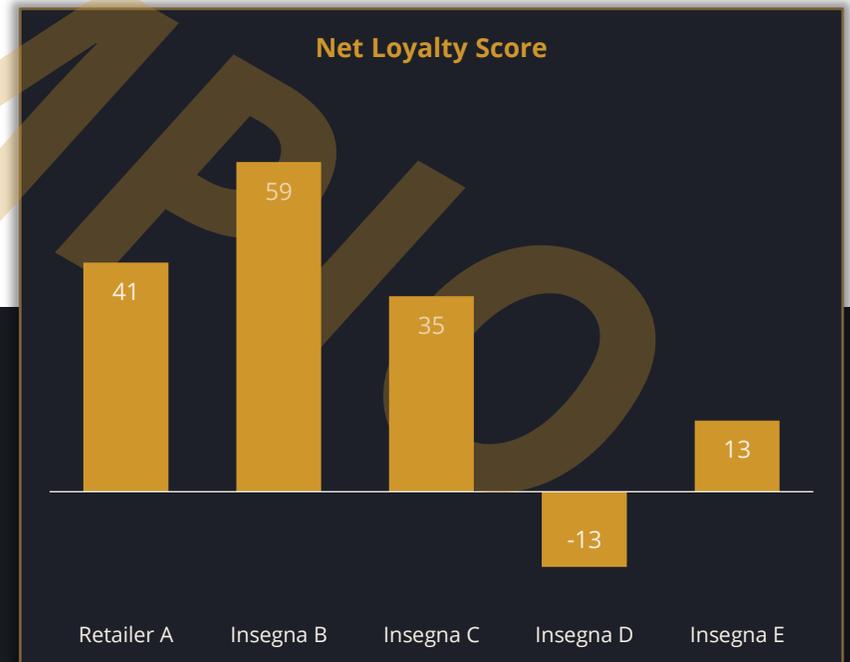
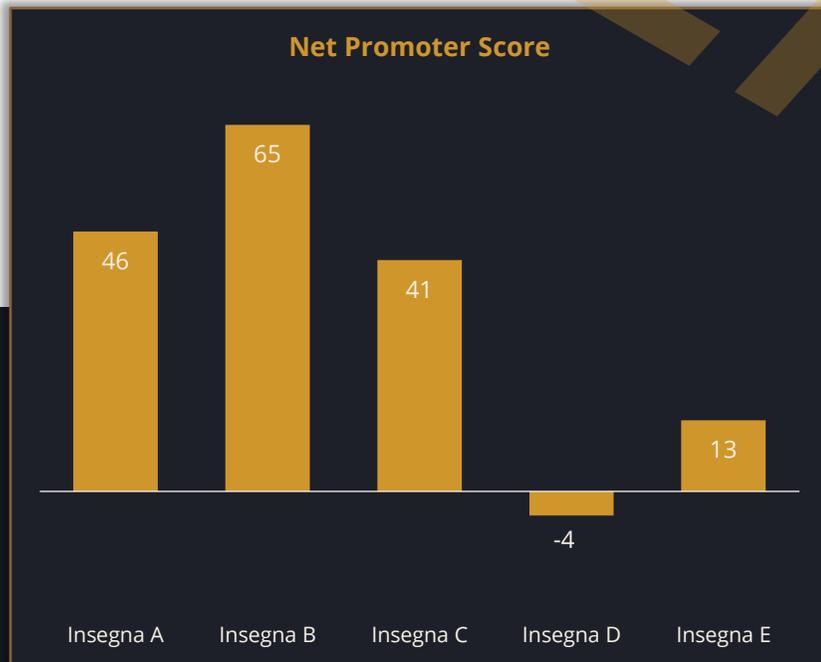
Importanza-Performance: Insegna X



NPS & NLS

What is important to consumers in your sector when choosing stores and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the coming year.

What is important to consumers in your sector when choosing stores and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the coming year.



RIEPILOGO DELLE VALUTAZIONI

Graduatoria		Punteggio corretto	Numero di valutazioni	Prezzo	Assortimento	Accoglienza	Competenza	Facilità d'acquisto	Aspetto
1	Insegna A	4,29	12451	3,77	4,43	4,56	4,52	4,48	4,67
2	Insegna B	4,11	285	3,83	4,08	4,32	4,25	4,28	4,29
3	Insegna C	4,05	203	3,14	4,32	4,41	4,41	4,22	4,55
4	Insegna D	4,08	109	3,84	4,13	4,10	4,09	4,34	4,35
5	Insegna E	3,85	122	3,41	3,92	4,08	4,09	3,98	4,03



CONTACT

Beatrice Orlandini
SEIC – Studio Orlandini s.r.l.

Piazza Castello, 4
22060Carimate CO

Tel. 031-791932

Cell. 335-5885645

Mail: beatrice.orlandini@studiorlandini.it

www.insegnadellanno.it

Avvertenza:

Tutti i dati, forme, percentuali, tavole e testi in questo report sono stati riportati con la massima attenzione. Tuttavia, Q&A research italia srl non accetta alcuna responsabilità per qualsiasi conseguenza negativa risultante da errori contenuti in questo report.

