

VEGAN FOOD RETAILER GAINED 40% GROWTH IN SALES USING CUSTOM MARKET RESEARCH

CASE STUDY

BUSINESS CHALLENGE



To identify changes that they could incorporate in their current operations in order to promote more sales and enhance growth

OUR APPROACH



Conducted an operational risk analysis to evaluate the viability of new store formats, including Capex needs, gross margins, and operating costs

BUSINESS OUTCOME



The new store format helped the client to capture greater value from customers and enhance sales by 40% within 7 months

INFINITI'S COVID-19 VALUE PROPOSITION

As the world continues to witness a global crisis of unprecedented scale due to the COVID-19 pandemic, professional advice, expertise, and timely intelligence are more critical now than ever before for business leaders across the globe.

Infiniti offers a variety of COVID-19 support solutions to help clients in the vegan food industry to prepare for the rebound, gain agility, and ensure rapid response.

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