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Choice is a good thing until that is, you have too much of it.

For many people the problems of choice are most apparent when entering the marketplace as consumers.

With a vast array of products to choose from the consumer has many factors to take into consideration when coming to a decision.

- Who do they turn to when making these decisions? What influences their choice? What can be done to improve the relationship between your product and the customer?

SRG works harder to understand the challenges in retail, using its knowledge and experience to manage and increase sales for a broad range of companies, from new-starts to international brands and organisations.