

Marbase - Database of Retailers and Technology Vendors

Martec's database is a unique source of information about the retail industry and the technology companies that serve it.

It was developed and is continuously maintained by Martec International, the leading retail consulting and training firm devoted exclusively to the retail industry.

The Database

The database contains information on companies and executives as shown in the table below:

	North America	UK	Europe	Asia Pacific	Middle East
Retail Companies	2,995	1,647	1,931	473	67
Retail Executives	16,193	10,743	3,882	921	209
Technology Vendors	3,109	1,376	597	272	29
Vendor Executives	11,107	5,099	982	494	44

The data held on each company includes:

- Name
- Address
- Telephone number
- Company classification (Tier 1, 2 or 3 retailer, tier 1 or 2 vendor indicating size of business)
- Sub-classification (Fashion, department store, etc)
- For retailers - food or non-food business model (for supply chain analysis purposes)
- Annual sales (All UK companies and US public companies)
- Number of stores

A tier one retailer is one with sales exceeding US \$1bn (UK £500m), tier 2 is \$100m to \$1bn (UK £30-£500m) and tier three is everyone below \$100m (UK £30m) in sales.

For individual executives, the data includes:



- Name
- Salutation
- Job title
- Responsibility (e.g. Store Operations, Buying and Merchandising, etc)
- Seniority (C or director level contact, below director level)

Martec provides very high quality data and uses the "date last confirmed in post" to drive its maintenance process. The data is held in a relational database. Consequently, a wide variety of selections and sorts can be made. The output can be supplied as labels, a printout, a MS Excel spreadsheet or on disk.

Potential Uses

There are two main types of use for Marbase. The first is direct mail to promote products or services and to build brand image. The second is to undertake various forms of market analysis on retailers or vendors.

Special Requirements

Martec's database development team can undertake a wide variety of special requests, often involving collecting additional data to suit a particular need.

Cost

The cost is \$600 or £350 per thousand executives subject to a minimum order value of \$1,400 or £900 + VAT. Payment is required in advance and credit card purchases are accepted. Orders are completed in one week unless special requirements are involved.

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