



QL2 Collaborates With Lumber Retailer*

BACKGROUND

A lumber retailer* uses QL2 to analyze their competitive position in regards to pricing, assortment, and other strategic decisions. Each week QL2 searches

over 450 SKUs on a regional basis

The data obtained from these searches helps the retailer understand their competitiveness in the marketplace and make the necessary adjustments to stay ahead of their competitors.

*We have omitted the name of the Lumber Retailer for privacy and contractual reasons.

GOALS

Answer the following questions:

- Should we be selling our SKUs on marketplaces?
- Why am I having problems with my distribution vendors?



RESULTS



Saved time and costs with readily available data that enabled quick and educated decision making.



A direct competitor who never makes pricing changes suddenly increased consumer prices by 8%. This marketplace change was quickly noticed, and strategic decisions were made to remain competitive while securing profit margins.



Recognized industry inflation due to the pandemic and made proactive pricing adjustments.