

COMPETITIVE PRICE CHECKS

Image is one of the driving forces that must be considered when evaluating base pricing. Due to increasing competitive pressure, time commitments, and expenses this process can seem overwhelming. Our Competitive Price Check service provides retail partners a way to keep an eye on local competitors by providing full service price check coordination and reporting to help manage price perception.

Service Overview

- UNFI coordinates the price check scope, location and timing with a leading national third-party price check service
- Price checks managed as a one-time check or on a scheduled basis
- Selected Items, Categories, Departments or Full Book checks based on retailer needs
- Ability to link store brands at selected competitors
- Base price only or current promotional prices also included
- Web scrape option is available at a lower rate for some competitors
- Price check delivered as a Retailer Competitive Price Analysis (RCPA) report, including retailer's current pricing
- Other reporting options available in Excel

PRICING



WHY CHOOSE UNFI?

- Retailer pricing is included in analysis
- Benefit from UNFI negotiated rates with leading national third-party price check services
- Industry expertise to ensure data accuracy
- Ongoing schedule and reporting management

SIGN UP FOR MORE INFORMATION

Subject to credit approval. Some services may not be available in international markets.

Store Name: _____ Store #: _____

Contact Name: _____ Phone: _____

Email Address: _____

Scan and email completed form to Retail_Pricing@UNFI.com

Contact Kip.E.Rodgers@UNFI.com Phone: 952-947-3423

