



# KoreFusion® LLC

## *Product Brief: cFlow*

### **cFlow Product Summary**

Retail locations are continuously interested in recording information pursuant to their customers buying habits. Internally however, there is no mechanism to quantitatively record the actions of their customers inside the store; they can only track purchases and decisions at their final point-of-sale. cFlow (Customer Flow) provides detailed numeric customer movement data, derived automatically from simple, non-intrusive, (often existing) security camera installations in strategic locations within the store. Coupled with our analysis tools, cFlow will provide information ranging from hot spots in the store where push-products should be placed, to seasonal/weekly variations in customer movement patterns, to average revenue generated per entering customer. These numbers can allow our cFlow users to charge higher slotting fees, aggressively target impulse buys, and track the success of current product placement implementations, amongst other applications. The high customization factor involved in the cFlow design will allow our customers to make maximal use of cFlow for all their related needs. cFlow is the sole player in the market, and seeks to create a product/service relationship analogous to Neilson Ratings for retail stores with its patentable system.

### **cFlow Advantages**

cFlow and its packaged analysis tools can provide:

- Hot spots in the store where push-products should be placed
- Seasonal and weekly variations in customer movement patterns
- Average revenue generated per entering customer
- Time spent in front of particular displays, aisles, and shelves
- Cross referencing with point-of-sale data, the success rate of product placement and advertising strategies

The capabilities of cFlow can allow retailers to:

- Charge higher slotting fees to distributors
- Aggressively target and drive impulse buys
- Analyze and evolve product placement and promotional strategies on a more frequent basis and make necessary adjustments to maximize revenue (this data can also be sold by the retailer directly to manufacturers as well)
- Easily collect and compile customer movement patterns from all their locations worldwide for wide scale marketing and merchandising analysis

cFlow has met with interest from various business intelligence companies and retail stores including Target, Best Buy, Nordstrom's, and Nieman Marcus. Discussions are also currently underway with Kraft Foods, Proctor & Gamble, and ACNielsen.

