

SWOTT PLATFORM

Predictable data fuels the growth trajectory, historical data defines the pathway.

Synergy adds the second “T” – trends - to the customary SWOTT acronym to underline the importance of understanding the currents of market change in order to determine more precise courses of action that help clients achieve their

desired growth objectives. Comprehensive market research not only enables us to grasp how trends affect business success, but also to predict how they will impact growth tomorrow, facilitating better guidance to clients’ use of vital resources.



“Understanding the difference between touch points and purchases patterns is the difference between market awareness and market penetration.”

Synergy’s SWOTT analysis examines clients’ past performances, present situations, and future growth expectations. We apply that knowledge to shoppers’ purchase patterns and behavior models to maximize



opportunities at every Retail FoodService touch point and achieve distribution, retail, and consumer success.

Understanding the differences between touch points and purchase patterns is the difference between market awareness and market penetration. It requires an adept comprehension of the marketplace and a clear interpretation of the desired results.

Learn more about not only how your business model should be shaped, but also how your ‘go to market’ course of action can create additional value for our client base with the hands-on help from the business of food professionals of the Synergy Group.