

grasp what we can do for you

**Robin Norton
2025**

grasp



grasp **why?**

grow sales

drive profits

diversify

grasp



get a better
grasp of your
marketplace

... and grasp
opportunities



grasp **contents**

what we do

who we are

what our clients say ...



grasp **what we do**

**observation, depth interviews, vox pops, focus groups
surveys (online/in-store/on-street) & hall tests**

business, category, communication

fractional category development - projects & interim



grasp **our strategy**

VISION

grasp recognised as THE experts in FMCG business development in the North

MISSION

Make products better for all ...

cost-effectively help clients get a better **grasp** of their market spaces and use this insight to help them **grasp** opportunities to *drive sales, grow profits & diversify*

VALUES

Open, lean, commercial, responsive, proactive and creative





grasp **Robin Norton**

30 years developing Fast Moving Consumer Goods businesses in the UK & beyond.

Founded grasp 20 years ago to help FMCG businesses across the North **grow sales, drive profits & diversify ...** ensuring we **get a grasp of your market space** and **grasp opportunities** that flow from that insight.

All forms of market research and **a wealth of experience in sales & marketing ...** Market Research Society Certificate, MSc in Social Research, Diploma in Management Studies.

Live in Harrogate, two kids, love being outdoors, like to keep busy but spend too much time in supermarkets ...



grasp

grasp some of our clients



BAKER & BAKER

BAKKAVÖR

Bettys



FOX'S
SINCE 1853



Greencore



Melitta®



NORTHERN
—BL°C—



grasp **examples of success**

GROW SALES – Introducing a licensed brand to an Own Label category, driving £25m of branded annualised sales at RSP after just one year

DRIVE PROFITS – Making net distribution gains in range reviews, redeveloping product ranges to raise quality & reduce cost, winning supply tenders

DIVERSIFY – Stretching brands into new product categories, launching innovative products, taking businesses into new channels.



grasp **in a retailers' words ...**

"Just wanted to say how impressed I was with Robin at the range review meeting today [he was] insightful, well prepared and knowledgeable"

Senior Buying Manager, Tesco

grasp **in a retailers' words ...**

"This is really good! Exactly what I was after.
It really honestly tells us what
customers are thinking."

Senior Buying Manager, Asda

grasp **what our clients say ...**

"Highly recommend Robin Norton – he's worked on numerous market research projects and always delivers fantastic insights."

Heading of Marketing,
Leading Global Free From Business

grasp **in a retailers' words ...**

"We considered ourselves very fortunate to have you as part of the team. Thank you very much for your insight ..."

Senior Buying Manager, Waitrose

grasp in our clients' words ...

"You have been a life saver for the brand and category team and an absolute pleasure to work with ...
We really couldn't have got through it without you."

Marketing Manager,
Multinational Frozen Food Brand



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