

Benchmarking for Trade Associations

Gerke & Associates, Inc. has been providing consulting services since 1977. A selected list of benchmarking accomplishments for trade associations includes:

- Served as lead consultant to the convenience store industry's Task Force on technology standards with special emphasis on POS/Back Office Guidelines and EDI. Also actively involved in committee work involving XML.
- Helped conduct and write analysis (for over two decades) for the *State of the Industry Report* on industry profitability, expense and development trends for a major trade association.
- Created a detailed benchmarking report and Profit Improvement software for the national trade association of independent consumer products retailers.
- Created on-line benchmarking for convenience stores of operational and sales metrics. Companies' metrics are benchmarked against other c-stores in their states, their regions and across the U.S.
- Developed benchmarking reports for a segment of the food industry through its national trade association. We conducted the Annual Financial Review for this association for over twenty years.
- Created multiple customized benchmarking reports for two industry segments of agricultural producers that were facilitated by their trade association or by private sponsorship.
- Performed an economic elasticity analysis for retailers belonging to a consumer products trade association.
- Conducted dozens of surveys for many industries over the last thirty years. Most of these surveys involved benchmarking of some type.