



Established: **2009**
Employees: **350+**
Company Type: **MSO**
Industry: **Retail Management**

Milestones

Founded
2009

Expanded
2010

Proprietary Portal Launch
2015

Management Team Expansion
2015

Mission & More

ROC Merchandising's mission is to provide the world's leading retailers with highly skilled merchandisers and innovative retail solutions to overcome complex staffing challenges and complete critical projects. We accomplish this by delivering exceptional client service and meaningful staff management.

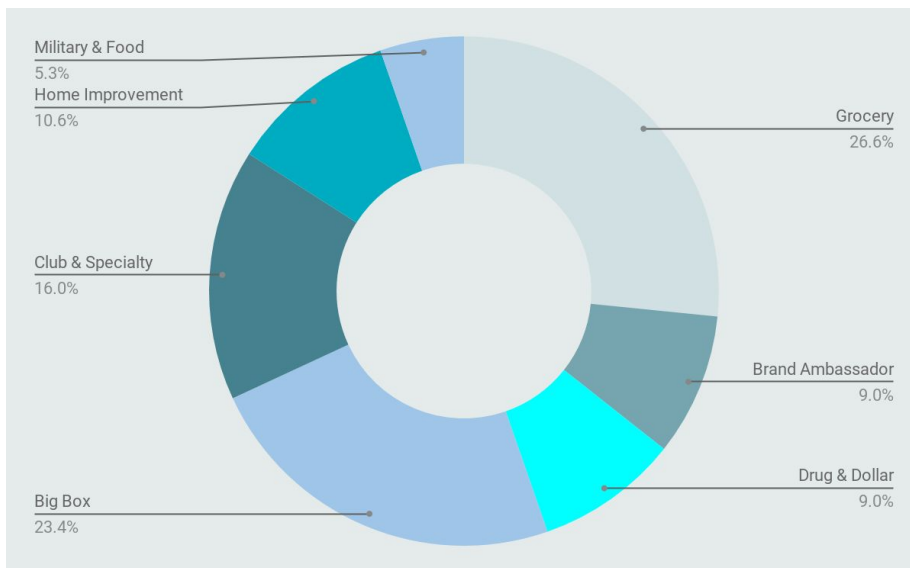
We differentiate ourselves in the industry by working as a horizontal management organization. ROC managers deploy to onsite locations daily, and work alongside field reps, staff and clients. Onsite teamwork ensures issues are immediately resolved, and critical data are updated and communicated in real time through ROC's proprietary I/O portal.

Services

ROC Merchandising LLC delivers customized solutions for every retail scenario. We are the preferred supplier to virtually all MSO's in the Northeastern United States.



- W-2 Deployment
- Merchandising
- Build-outs
- Assortment optimization
- Pricing analysis and optimization
- Share of shelf analysis
- POG/modular assessment and development
- Shopper insights and retailer shopper alignment
- Category conversion and leakage analysis
- Retailer shopper card analysis and insights
- Demographic profiling
- New item launch
- Cut-ins
- Resets
- **And more**



Territory

ROC Merchandising services all territories in the US, primarily in the Northeast, New England, and along the Eastern Seaboard. We are headquartered in New York.

