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Encircle Offers Internet Tyre Price Monitoring Service

On 1 May Birmingham-based tyre market analysts, Encircle Marketing, added an online tyre retailer price monitoring service to its portfolio. "We shall be continuously monitoring the prices quoted by centre Staff and those available online. Head to Head analysis of the traditional retail sector versus the developing online arena," company representatives told Tyres & Accessories. Encircle Marketing currently collates over 8,000 telephone prices each month and will add to this an audit of over 3,000 online prices (each month).



Encircle-Marketing is offering Britains first online tyre retail price monitoring service

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