

Picking the “Low Hanging Fruit”



The problem

- The Customer Management team are run off their feet
- Their customers are very demanding
- The majority of their time is spent focusing on confirming the promotional calendar, getting the latest promotion away, launching NPD, protecting the current range or responding to demands for additional trade funds
- Compliance to nationally negotiated agreements is poor
- Trade investment is significant but the return unclear
- The team spend most of their time DOING in the “Plan, Do, Review” cycle

The consequences

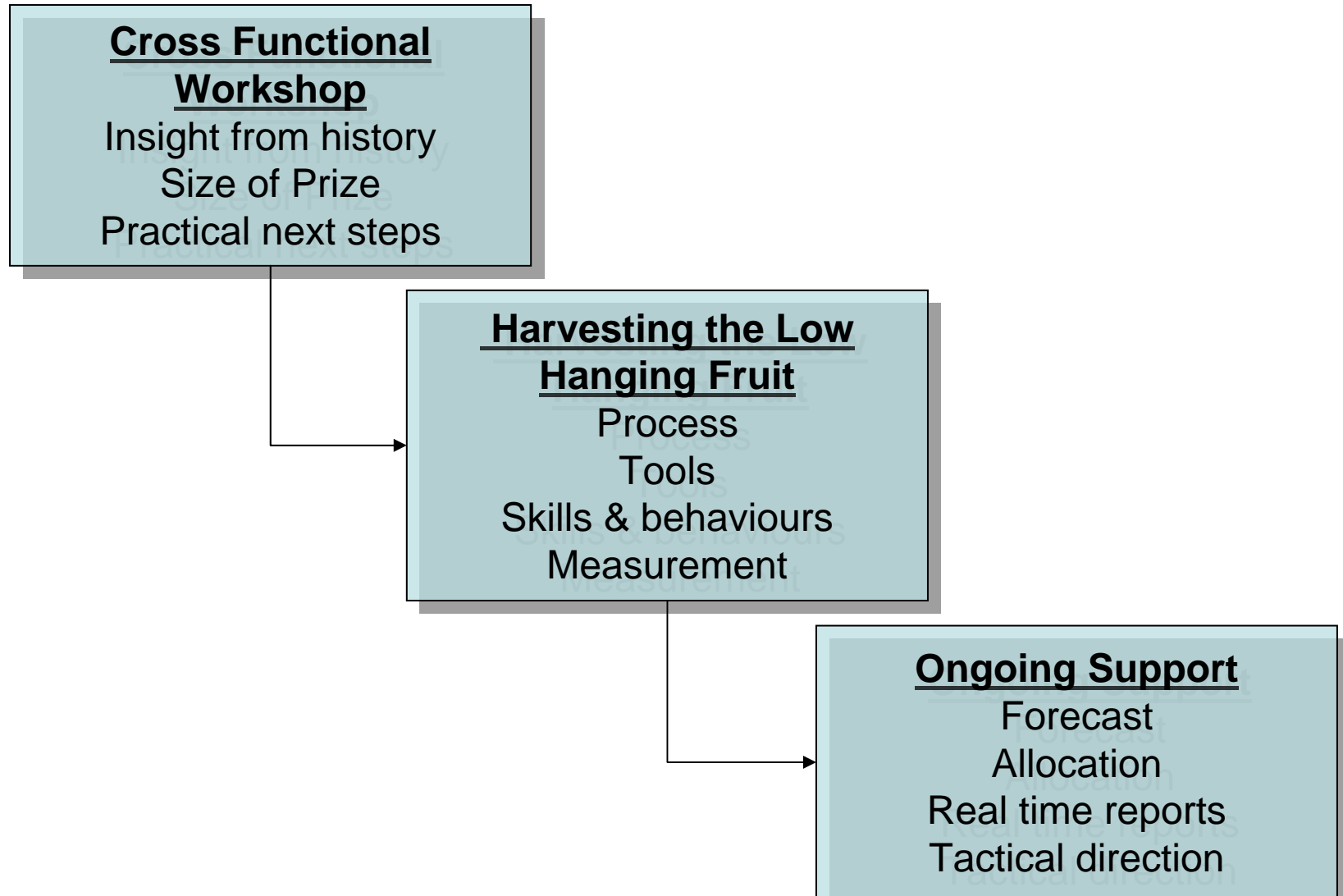
- You don't get what you pay for
- Promotions perform below forecast in volume and profit
- Ranging is less than agreed
- Availability of key skus reduces revenue further
- NPD launches do not perform well
- Clawing back fixed trading terms payments is difficult
- Trade Investment ROI is not maximised nor is ATL investment

The solution

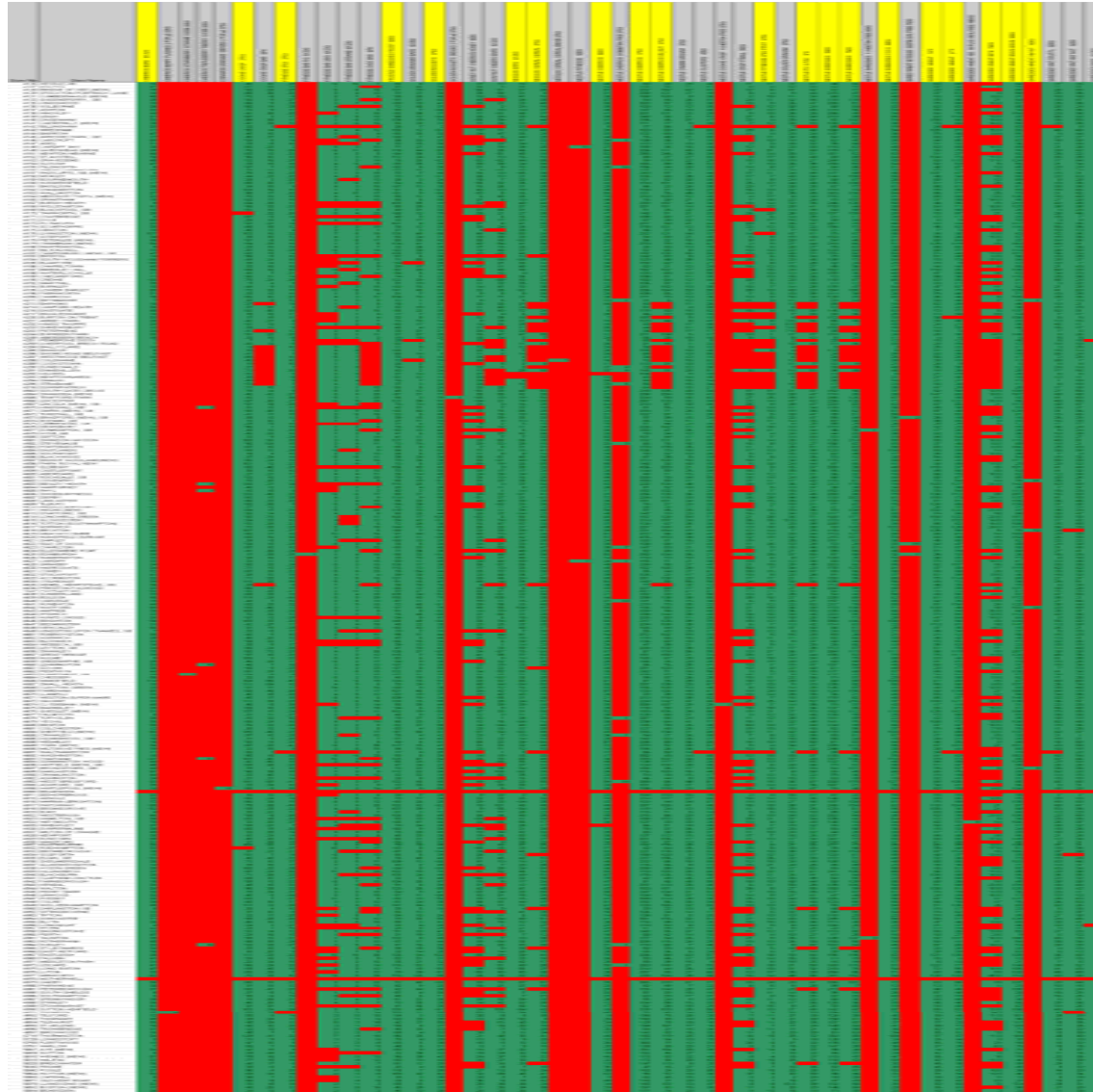
- Meridian's "Harvesting The Low Hanging Fruit" Approach
 - Highlights all the easy to liberate opportunities within a customer
 - Shows what activities have worked best in the past
 - Highlights rogue stores, accentuates best practitioners
 - Quantifies the value of getting it right
 - Identifies the tools and actions that are required to improve performance
 - Develops a pragmatic action plan to improve excellence of execution
 - Supports each promotion as required

***Identifies 5-10% sales improvement to support
this year's numbers***

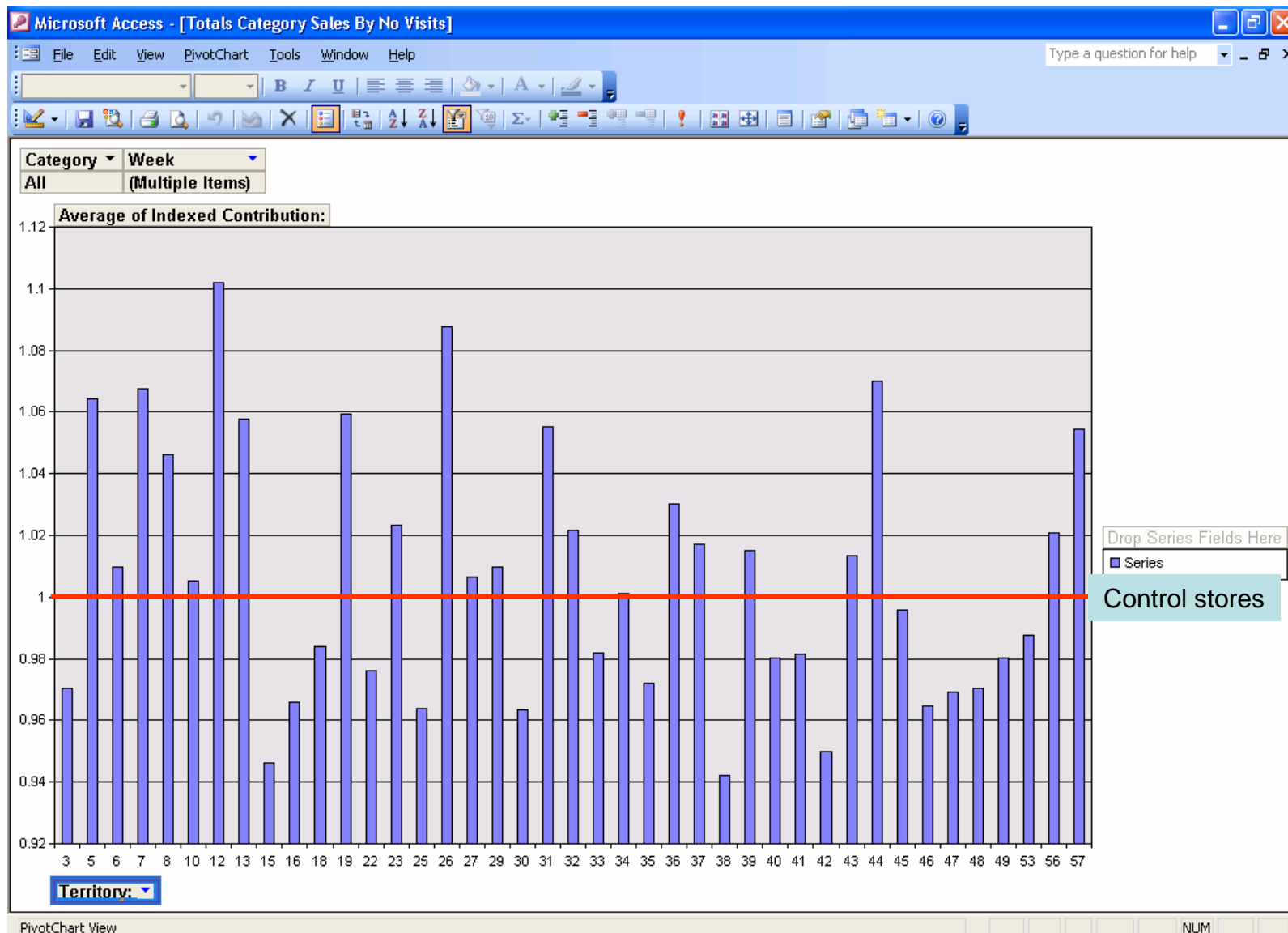
The methodology



Where are the distribution gaps by store for our top 20 skus



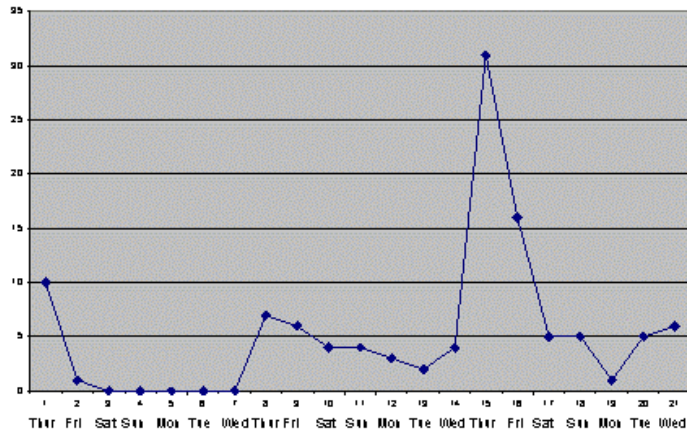
Sales increase – territories indexing over 1 have increased market share in their stores in the period studied– only 21/40 have improved versus the control group



Example Workshop Output

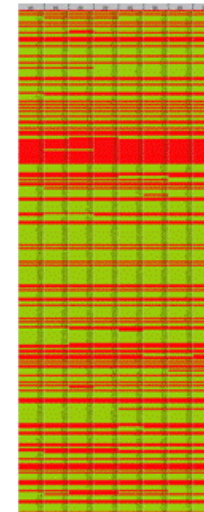
What should stock levels be?

ROS needs to be monitored by store to reduce OOS



What can we learn for future launches?

NPD distribution build by week



“We can clearly see that by working smarter at Head Office with the buyer and supply management plus some targeted outlet callage our future Launches will be much more effective!”

The next steps

- Talk to us about running the workshop
 - Lasts half a day
 - Brings Customer Management and Customer insight together
 - Identifies real opportunities to improve

“Will identify a minimum of a 10:1 ROI opportunity for an ongoing service. If we don’t we won’t propose developing ‘Harvesting the low hanging fruit’ for you!!!”