

David Sables

CEO Sentinel Management Consultants

Oxford Symposium

Sharing of Information with Retailers

June 2014

Agenda

Introduction

What's exchanged, when and why

The retailer team on private label

The supplier interface with retailers

The Information Exchanged

Logistical

Pack sizes
Dimensions
EAN codes
Ship Dates
Samples
Allowances



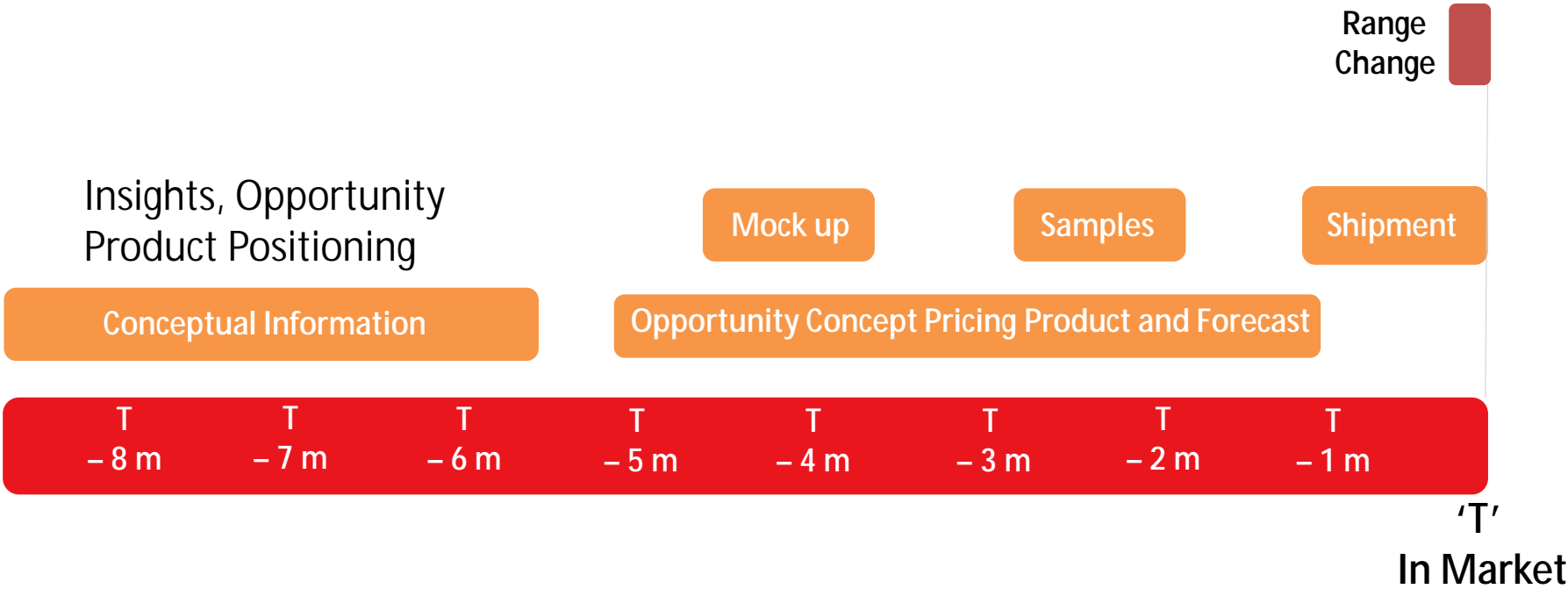
Terms

Prices
Payment terms
Margins / RRP
Investments
Discounts / Allowances
Promotional plans

Insights

Market trends
Pricing elasticity
Consumer / Shopper
Product insights
Advertising spends
Long term innovation

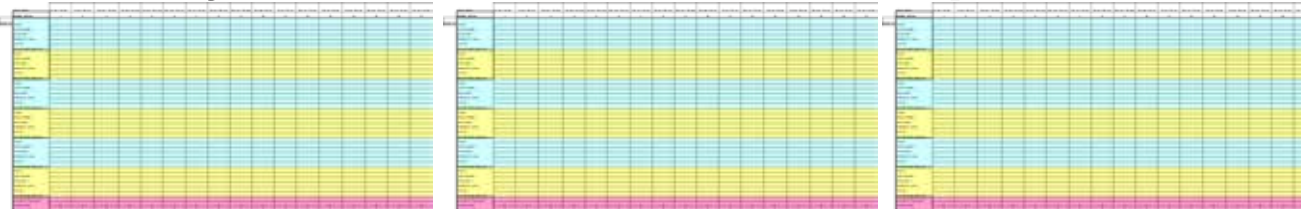
When Information is exchanged



JBP and Annual plans - proposals

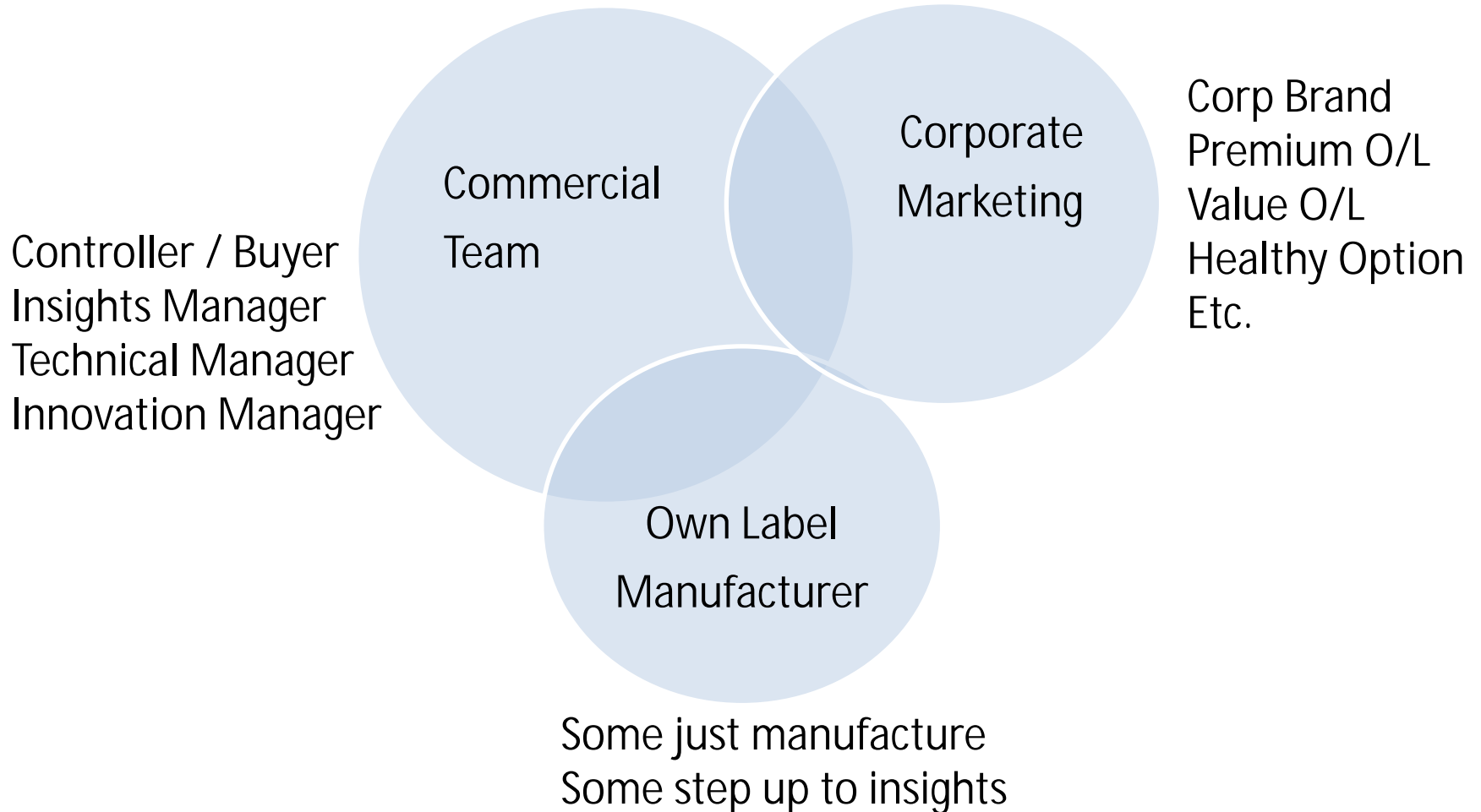
PROMO PERIOD	11th Mar - 31st Mar	1st Apr - 24th Apr	22nd Apr - 12th May	13th May - 2nd June	3rd June - 23rd June	24th June - 14th July	15th July - 4th Aug	5th Aug - 29th Aug	26th Aug - 15th Sept	16th Sept - 6th Oct	7th Oct - 27th Oct	28th Oct - 17th Nov	18th Nov - 8th Dec	9th Dec - 29th Dec	30th Dec - 19th Jan	20th Jan - 9th Feb	10th Feb - 2nd Mar
PROMO DETAIL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
2009/10																	
PRODUCT																	
PROMO MECHANIC																	
END NO./SHELF																	
INCREMENTAL SALES																	
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TOTAL NO OF PROMOTIONS																	
TOTAL INC SALES	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
TOTAL GATE FEES	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0

Three year Innovation Roadmap



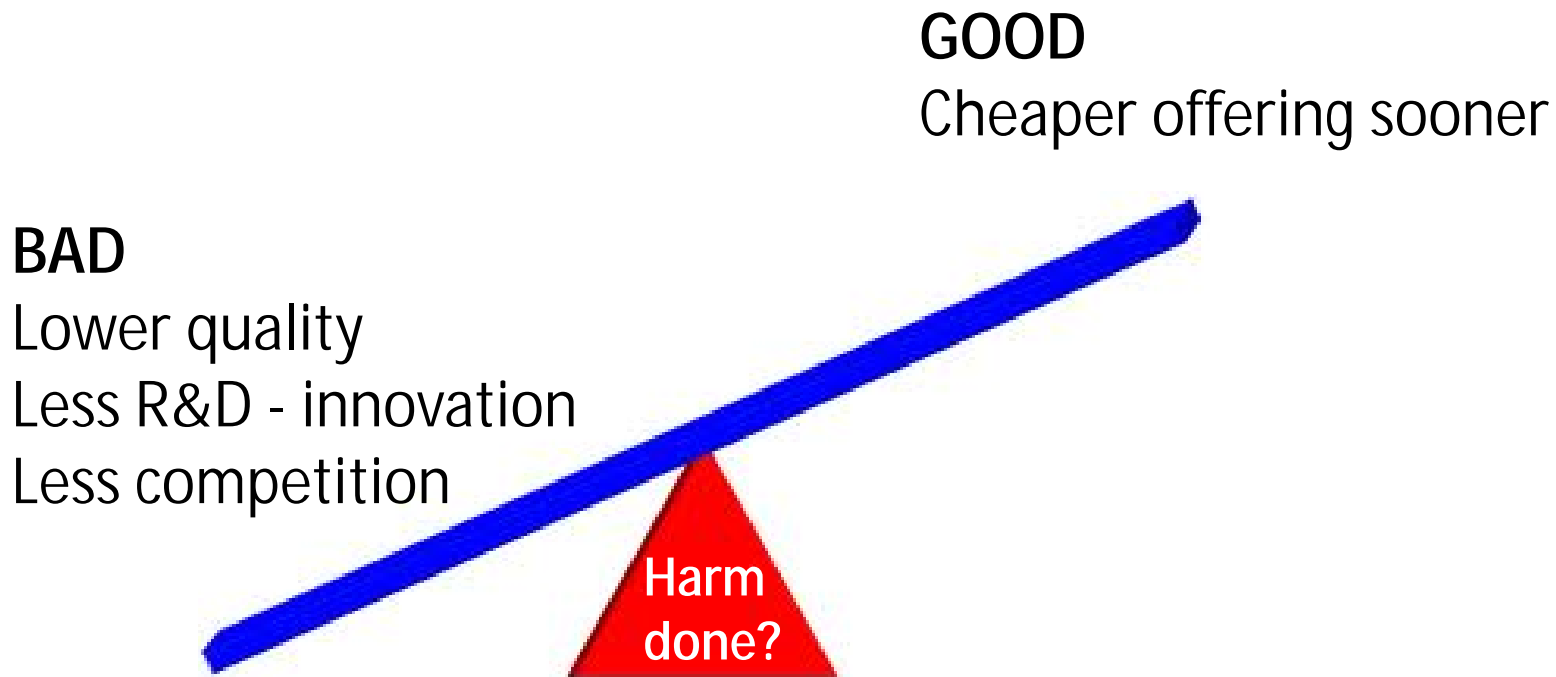
Category Management

Private Label Management



Retailer Advantage

Time and certainty



Good Suppliers Cope

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- Suppliers play the game**
- Protect their equity
 - Share cleverly
 - Retailer benefit pipeline
 - Disarm the pressure

Thank you

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