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
- Allocations

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

Insights, Opportunity
Product Positioning

Conceptual Information

Opportunity Concept Pricing Product and Forecast

Mock up
Samples
Shipment

'T'
In Market

Range Change

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JBP and Annual plans - proposals

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Three year Innovation Roadmap

Category Management
Private Label Management

Controller / Buyer Insights Manager Technical Manager Innovation Manager

Commercial Team

Corporate Marketing

Own Label Manufacturer

Corp Brand Premium O/L Value O/L Healthy Option Etc.

Some just manufacture
Some step up to insights
Retailer Advantage
Time and certainty

GOOD
Cheaper offering sooner

BAD
Lower quality
Less R&D - innovation
Less competition

Harm done?
Good Suppliers

Cope

Suppliers play the game

• Protect their equity
• Share cleverly
• Retailer benefit pipeline
• Disarm the pressure
Thank you

David Sables
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