

retailtrends

Executive Briefing | Future-proofing your business'

Trade Intelligence is South Africa's leading source of retail business research. Through the Ti School of Retail curriculum – we share our insight and expertise to build the capability of individuals, teams and companies to:

- Optimise trading partner collaboration
- Improve consumer goods industry understanding and efficiency, and
- Maximise ROI on trade spend.

retailtrends : 'future-proofing your business' is an image and insight-rich executive briefing designed to equip management and leadership teams across the consumer goods industry, and its key stakeholders, with a view of the current trading context, insight into what lies ahead, and a clear view of the 'So What?' for your business.



Briefing Overview

In a context of accelerating change and economic strain, staying a step-ahead of both your competitors and your customers is the key to a sustainable, profitable business.

A high-impact presentation focusing on the key strategic drivers of the major food and grocery retailers in SA, shaped by the current trading climate.

Designed to dovetail with your business planning process - an annual imperative for all consumer goods executive and management teams

Learning Outcomes

- Know and understand the impact of the current and immediate future trends shaping the consumer goods retail sector, how retailers and suppliers are positioning for growth in response, and the resulting impact on your business
- Gain knowledge which underpins the building of a profitable sustainable business strategy and plan

“ Equip your leadership teams with knowledge and insights they need to take your business into the future. ”

Who should attend?

The **retailtrends** briefing is designed for executive and senior management teams across key functions

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| <ul style="list-style-type: none"> • CEOs and Board Level Executives • Sales and Key Account Managers • Commercial Managers • Merchandise Executives | <ul style="list-style-type: none"> • Buyers • Field Operations Managers • Shopper Marketing and Brand Managers • Supply Chain Managers |
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*Retail: Wholesalers, C&C and Hybrid

Briefing Content

1. Understand your trading context

Know the country in which you are trading

Economic and other PESTLE** realities and their impact on South African people, consumer goods retail and its key stakeholders



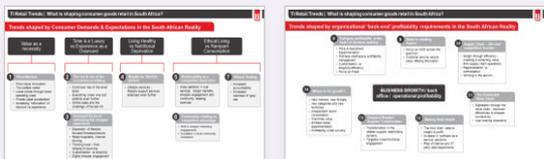
2. Understand your industry and competitive landscape

Who is winning, who is losing, and perspectives on why



3. Fourteen major trends that are shaping shopper behavior, retailer strategy and retailer-supplier trading relationships

Briefing content can either be a thin slice of all fourteen themes, or a deep-dive into three of the fourteen (as chosen by the customer). These themes are outlined below:



Duration & Facilitation

retailtrends on-site executive briefing

- A 45 – 90 minute briefing dependent on client requirements.
- Facilitated by our team of experienced retail analysts who present content with knowledge and insight which is based on decades of collective experience, underpinned by face-to-face interviews.

“ Our mission is to show up as a customer-centric business in the eyes of our retail customers – the briefing helped me to understand what this means in the current and future environment. ”

Sales Director

**PESTLE: Political Economic Social Technological Legal and Environmental



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