

tradescape 3.0

Customer Business Planning

A powerful customer opportunity analysis workshop equipping FMCG managers with the information and strategic insights needed to build relevant brand, channel and customer plans.

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 industry understanding and efficiency
- Maximise ROI on trade spend



Programme Objectives

- To kickstart your annual business / commercial planning calendar with the right data, intelligence and insights
- To develop a clear understanding by retail customer of the opportunities and threats - the 'So What?' for your business and your brands
- To build informed and aligned Customer commercial plans

“Equip yourself to face those difficult customer engagements! This one-day programme will provide you with the insights you need to leave your mark.”

Learning Outcomes

- Understand current and forecast consumer goods retail trading conditions, and the impact on shopper behavior and dynamics
- Know and understand channel and retail customer performance - who is winning and who is losing?
- Gain deeper insight into your retail customer's strategic focus areas, channel and format strategies and operational imperatives
- Build a customer opportunity and risk assessment (SWOT analysis). The content to begin populating your Customer Commercial plan

Who should attend?

The **tradescape 3.0 | Customer Business Planning** programme is targeted at FMCG manufacturer – Brand, Key Accounts and Shopper Teams

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| <ul style="list-style-type: none"> • Customer Team <ul style="list-style-type: none"> – National Account Managers – Key Account Managers – Customer Commercial Manager | <p>.....</p> | <ul style="list-style-type: none"> • Shopper Marketing Managers • Category Managers • Customer Operations Managers |
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Programme Overview

The SA food and grocery trading context

- Overview of the sector, trading conditions, shifting channel and shopper dynamics and their impact on retail strategy
- Retailer* comparative KPI performance – how are they stacking up?

Round-table discussion by Retail* Group

- Organisational structure
- Brand and format positioning
- Store footprint and growth
- Financial performance
- Strategic focus areas
- Shopper Marketing platforms
- What's going on in-store
- SWOT exercise

The workshop covers 5 retailers to be selected by the client

* Retail/retailers: Includes corporate FMCG retailers & wholesalers, formal independent retailers & wholesalers, C&C and hybrid stores

Profiled Retailers*

Corporate Retail



Wholesale / Hybrid / Route-to-Market



Duration & Facilitation

- 2-day workshop
- Facilitated by expert retail analyst
- Each module comprises a highly visual, dynamic presentation punctuated by facilitated group discussions.

Delegate Feedback

“A clear ‘situation-analysis’ of our Customers’ current and expected trading reality and the implications for our business.”

Customer Executive | Tiger Brands

“Great course, giving us all time to take a step back and see where we are at as a business and plan our way forward with our customers”

Key Account Manager | Premier

“Extremely insightful and shifted my thinking in considering my customers strategies when putting together my customer business plan”

Commercial Manager | Premier



Contact us
tel +27 [0] 31 303 2803
info@tradeintelligence.co.za

Thobeka Magubane
thobeka@tradeintelligence.co.za

Shelley van Heerden
shelley@tradeintelligence.co.za