

tradescape 3.0

In-store Execution

Understand your retail customer's business and trading format strategy's. This workshop provides field operations managers with content and insight needed to build effective field operations strategies and execution 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

- Effectively translate the customer plan(s) into customer field operations strategy and execution plan, by understanding how effectively the Customer / Sales team briefs the Field Operations team to deliver growth and perfect stores
- Understand the retail customer, how to work with the opportunities they present and how to work around the limitations
- Know and understand how to effectively close the feedback loop in terms of the Customer/Sales team

Learning Outcomes

- A shared clarity regarding the retail customer's business and format strategy's and the operational execution imperatives, opportunities and limitations
- A SWOT analysis by key customer – the content and insight needed to inform your Field Operations Strategy and Execution Plan
- A clear understanding of the tools available to you and how to use them to position yourself as a 'trusted advisor' to your customer and assist you with your retail customer meeting preparations and negotiations

Who should attend?

The **tradescape 3.0 | In-store Execution** programme is targeted at FMCG manufacturer

- Divisional Sales Managers
- Client Executive
- Operational Intelligence Managers

Programme Overview

The SA food and grocery trading context

- PESTLE, key trends and channel developments
- Who's winning, who's loosing? Comparative performance

Discussion by Retail* Group

- Deep-dive by key customer to cover the following:
 - Brand positioning, store formats, footprint and growth plans
 - Financial performance review
 - Strategic focus areas
- Workshop discussion:
 - What are we seeing operationally?
 - How does this impact effective execution of customer strategy and operational plan?

* The term retailer is used generically to include retailers, wholesalers, informal independent retailers and route-to-market operators
** PESTLE: Political Economic Social Technological Legal and Environmental

Profiled Retailers*

The workshop covers 5 retailers to be selected by the client

Corporate Retail



Wholesale / Hybrid / Route-to-Market



Duration & Facilitation

- 1 day, scope dependent
- In-classroom
- Facilitated by expert retail analyst

Delegate Feedback

"An informative, educational and fun workshop. Workshop gave a number of different views and also brought high quality information. Very well facilitated and conversation guided and probed."

Divisional Sales Manager | Unilever Field Sales

"Great interaction with group. Excellent insights"

Operational Intelligence Manager



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