

Critical Issues for Chains and Manufacturers by Size

Large Manufacturers and Small Chains

Trade Fund Optimization

- Future plan alignment
- Progress vs. current plan – close gaps
- Capabilities – scanning, loyalty, etc.

Shopper Insights/Data

- Shopper marketing capabilities
- Distribution, shelf, and merchandising
- Brand affinities

Collaborative Planning

- Share one – three year growth plan
- Identify potential synergies
- Align around action plan and deliverables

Innovation Source for Brands

- Incubation/testing capability/assessment
- Measurement
- What does success look like?

Supply Chain Optimization

- Scorecard and capability assessment
- Continual improvement opportunities
- Develop action plan for desired outcomes

Access to Relevant Senior Management

- Focus on win/wins and action plan
- Be strategic, bold, and specific
- Leverage unique competencies (e.g. speed vs. size, local vs. national, etc.)
- Effective and efficient use of their time

Quality of Representation

- Direct, broker, or telesales options?
- Service levels and score carding
- Frequency of interaction

Conclusions/Takeaways

- Next steps and follow-up – Who does what? And by when?
- Measurable results – score carding
- Timing of subsequent meetings