

tradescape 4.0

Executive Briefing | Strategic cross-functional insights into your retail* trading partners

Is your senior management and executive team equipped with the necessary knowledge and insight into your retail customers strategic growth imperatives?

Does your executive team know:

- Your retail customers strategy and the implications for your business and trading relationship?
- The operational (supply chain and IT) changes in the pipeline and the resulting impact on, and expectations of your business?
- The cultural shifts and management movements and how they will impact your trading relationships?
- Where to invest, maintain and where to defend in terms of the retail customer landscape?



Briefing Objectives

To achieve cross-functional executive understanding of, and insight into, the retail* customer landscape and the resulting implications for your business and your trade investment

“ Excellent insights into the key trading partners. Well presented with great subject knowledge. ”

Customer Executive

Learning Outcomes

- Your team understands latest drivers and pressures in the macro retail landscape
- Drill down and get aligned to your retail customer's strategic growth objectives, realities and expectations, at a cross-functional level
- Avoid black swans – find out what you don't know
- Have the context to build a competitive commercial proposition
- Drive retail customer profitability

Who should attend?

The **tradescape 4.0** briefing is designed for executive and senior management teams across key functions

- | | | |
|----------------------------|----------------------------------|---------------------------|
| • CEOs | • Customer Operations Executives | • Supply Chain Executives |
| • Sales Executives | • Marketing Brand Executives | • Merchandise Executives |
| • Group Account Executives | | |

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

Briefing Content

View the market through the eyes of your retail* customer, build stronger, more profitable trading relationships.

Overview of the trading context

- PESTLE** factors impact on the SA food and grocery sector, and shopper/retail behaviour
- The size of the prize and a comparative view of how your customers are stacking up
- The retail trends at play – what this means for future-proofing your business

A strategic view on major FMCG retailers*

- Deep-dive into selected key customer to cover the following:
 - Retailer* joint business planning (JBP) mindset, state of evolution, and resulting expectation of suppliers
 - Market positioning, rout-to-market, store and shopper profiles
 - Trended financial performance (KPIs) – the context to building a winning commercial proposition
 - Strategy and growth imperative – aligning your business plan and trading mindset to win

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** PESTLE: Political Economic Social Technological Legal and Environmental

Profiled Retailers*

Corporate Retail



Wholesale / Hybrid / Route-to-Market



Duration & Facilitation

tradescape 4.0 on-site executive briefing

- 4.5 hours presentation and discussion in boardroom
- 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.

Delegate Feedback

“The brief gave my team invaluable insights into the context in which we are building our business, brand, shopper, supply chain and customer plans”

CEO | major manufacturer

“Excellent insights into our key trading partners, well presented with great subject knowledge.”

National Sales Manager | J&J



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