

EXECUTIVE SUMMARIES

Essential insights into your retail trading partner's business, its strategic imperatives and growth prospects



What are the Ti Executive Summaries?

The Trade Intelligence (Ti) Executive Summaries provide a **'quick reference' synopsis** of the strategic imperatives of key South African FMCG retailers and wholesalers. The summaries have been **developed for busy decision-makers** within FMCG supplier/manufacturer businesses and service providers, who require an overview of their retail customers' growth prospects.

Ti Executive Summaries provide the information and insights you need to **develop annual customer commercial plans** designed to cement your trading partnerships with key customers – with the ultimate aim of better serving the South African consumer.



Why Buy this Report?

- Gain an accurate overview of a retail trading partner
- View its recent financial performance and store footprint
- Strategically align your growth prospects and business priorities with your key customer
- Identify opportunities and threats for your business

Format and Frequency

Updated annually in downloadable format, supplemented with 'Retailer on a Page', including interim results summary on www.tradeintelligence.co.za

Content Framework

Group Overview

- Highlights of retailer's reporting period and organisational structure

Financial Performance and Store Footprint

- Snapshot of key performance indicators over reporting period and select trended insights

Strategic Focus Areas

- The retailer's strategic objectives and plans going forward

SWOT Analysis

- A focus on retailer strengths and weaknesses and the corresponding supplier opportunities and threats to custom-develop your own aligned customer SWOT

Retailers Profiled

