

Client Value Proposition: Improve ability to understand the relationship between trade spending, pricing, sales, and profitability in order to effectively allocate limited trade promotion funds to strengthen brands and brand positioning.

Strategic Value: Addresses industry challenges such as managing pricing and product lifecycles and intense price competition.

Information and Analytical Capabilities Provided: Delivers historical and current item level and aggregated sales, pricing, promotion, customer, channel, and margin information. This enables multi-dimensional analysis of trade promotion performance and ROI, e.g. by time period, season, event, geographic area, customer, consumer segment, product, category, and so forth. The information and analytical capabilities enable clients to optimize the return on trade promotion spending.

Bonus Opportunity: Leveraging POS data, syndicated data, and other enterprise data allows for robust understanding of demand trends as the baseline against which the impact (lift) from trade promotion spending can be assessed.

Related Modules: Performance Scorecard, Sales and Operations Planning, Category Management and Assortment Optimization, and Supply Chain and Operations Analysis

Meeting Food Industry Challenges