



WINSTON WEBER & ASSOCIATES, INC.

Global • Leading Edge Thinking • Practical Application

## Trade Channel Optimization...



**Resource Allocation • Channel Strategies  
Go-To-Market Programs • Channel P&Ls**

## Are You Optimizing Performance Across Trade Channels?

The changing retail environment has created new consumer influence and relationship dynamics for packaged goods manufacturers. Consumer shopping behavior and the need to capture a greater share of consumer spending is influencing retailer expansion beyond traditional channels, retail formats and category offerings. This channel “blurring” is creating the need for leading manufacturers to rethink how they go-to-market by trade channel.

- **Does your company understand these changing retail dynamics and have you adjusted your products, trade programs and customer organizations accordingly?**
- **Are your go-to-market strategies reflective of evolving consumer shopping habits?**
- **Are your resources deployed to optimize effectiveness and future growth?**
- **Do you understand the retailers’ strategies driving their competitive position within the marketplace, and whether these strategies will lead to profitable business growth?**
- **Have you completed an assessment of your business performance across the different channels and is this performance in line with your expectations?**

### WWA Expertise

WWA is recognized as a leader in developing channel strategies and plans designed to align with consumer purchase behavior, channel importance and the opportunity to drive profitable sales growth.



Our extensive experience with leading retailers and suppliers across major trade channels provides an intimate knowledge of best practices in sales organization structure and alignment, trade investment allocation and merchandising program design. WWA has a reputation for practical solutions that are implemented with proven results.

### Channel Experience

Art Supply Stores  
Automotive Supply Stores  
Building Supply Stores  
Convenience Stores  
Department Stores  
Drug Stores  
Grocery Stores  
Hardware Stores  
Health Food Stores  
Home Video Stores  
Jewelry Stores  
Luggage Stores  
Mass Merchandisers  
Military Commissaries/PXs  
Pen Stores  
Specialty Apparel  
Supercenters  
Stationary Stores  
Tobacco  
Toy Stores  
Wine and Spirits



**WWA** will conduct an assessment of current performance within each of the major trade channels. This approach provides a comprehensive understanding of the return on resource investment, retailer channel strategies, consumer shopping practices and importantly, the identification of business opportunities by channel.

### **Channel Profitability**

- Channel P&Ls are developed incorporating product mix/contribution, trade related investments, sales coverage costs and distribution costs

### **Channel Importance**

- Analysis of each trade channel is conducted, including size, trends, mix of product sales and regional performance variations
- Assessment of velocity and profitability per channel outlet determines channel efficiency while prioritizing opportunities

### **Consumer Shopping Insights**

- Shopper insights uncovered through purchase behavior identify size and type of products purchased, loyalty to channels, consumer profile variations and out-of-stock behavior

### **Retailer Strategies**

- Retailer strategic category positioning is detailed across the identified product categories

### **Trade Performance and Trends**

- Key performance areas include category assortment, promotional performance, space/merchandising effectiveness and other trade performance measures
- Channel shifts and future trends are identified

## **Channel Strategies And Plans**

**Profitable Trade Channel Growth Strategies** are designed to drive consumer, product and customer programs within and across trade channels. This process will lead to the development of actionable plans in areas such as:



- **Organization Design**
- **Resource Allocation**
- **Product Differentiation**
- **Merchandising Programs**
- **Customer Service Offerings**
- **Product Distribution Programs**





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## **WWA Consulting Services Offered**



Call to learn more about WWA's practical approach to your business:

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