

# SIMPACTFUL.

PROVEN • CONNECTED • RESULTS

## CAPABILITY AREAS



### STRATEGY

- Commercial Growth Strategy & Business Modeling
- Mergers & Acquisition
- Channel Expansion: B&M, Social, DTC, Rapid Delivery & Video Commerce



### MARKETING

- Brand Strategy, Equity, Ideas, Creating & Innovation
- Marketing Digital Transformation
- Marketing, Merchandising & Retailer Media



### SALES & REVENUE MANAGEMENT

- Commercial Planning, Sales Planning & Go-to-Market Capabilities
- Retailer JBPs, Insights & Negotiations
- Revenue Growth Management, Trade Spending, Mix, Profitability & Pricing



### OPERATIONS EXECUTION

- Supply Chain & Manufacturing
- eCommerce, Omnichannel & Rapid Delivery
- Retail Execution



### ORG DEVELOPMENT TRAINING & TALENT

- Organizational Design & Change Management
- Learning & Development
- Fractional Resourcing

## COMPETITIVE BENCHMARKING & SCENARIO-PLANNING



### COMMERCIAL GROWTH STRATEGY & BUSINESS MODELING

Developing the strategic, "Where to Play, How to Win," Omnichannel choices, and requirements that will deliver competitive advantage and exceptional growth.

- 5C Assessments
- Northstar Strategy Facilitation & Development
- Brand Strategies
- Channel Strategies
- Business Modeling
- Channel Differentiation

### MERGERS & ACQUISITION

Minimizing both M&A risk and organizational distraction via confidential M&A strategy development, viable M&A candidate identification, benchmarking and valuation assessments, and comprehensive due diligence performed by industry experts to drive effective integrations and realized business-building objectives.

- Strategy Development
- M&A Landscape Assessment
- Readiness
- Due Diligence
- Execution
- Integration

### CHANNEL EXPANSION: B&M, SOCIAL, DTC, RAPID DELIVERY & VIDEO COMMERCE

Leveraging our proprietary, "Get-Grow-Keep," model to expand help brands channels.

- 5C & Competitive Landscaping
- B&M Sales Training
- Value Proposition & Retailer Sell-in Strategy
- Retailer Pitch Preparation
- In-store Readiness: Claims, Merch & Fixturing
- Test Markets & National Rollouts
- Social Commerce: IG, FB, TikTok
- Video Commerce: Retailer Live-streaming, Social Video Commerce, Emergent Platforms
- DTC



## BRAND STRATEGY, EQUITY, IDEAS, CREATING & INNOVATION

Brand turn-around or new brand creation behind sound business modeling, world-class brand building and innovation models with teams of expert brand builders and innovation leaders.

- Business Model Evaluation & Optimization
- Shopper & Consumer Insights
- Brand Building Framework Capability
- Product, Service & Commercial Innovation Workshops
- Innovation Big Ideas, Research & Capability
- Innovation Strategy & Process Management Design
- Big Communication Ideas
- System I/II Training
- Restages & Brand Creation
  - Brand Purpose & Equity
  - Brand Identity & Iconic Assets
  - Brand Packaging, Fixturing, In-store
  - Brand Campaigns
  - Claims & Credentialing

## MARKETING DIGITAL TRANSFORMATION

Companies must have a clear strategy, vision, and prioritization plan for where and how to leverage data and technology to simplify processes and drive consumer engagement and conversion.

- Capability Assessments, Strategies & Priorities
- Data-driven Media: National, RM, Traffic Strategies
- Digitally-enabled Commerce: DTC, Social, 1P/3P Retail, Shoppable Ads, Conversion MarTech
- Marketing Data Strategy, Acquisition, Activation & Privacy: 1P, 3P
- Data & Advanced Analytics
- Search
- Social Commerce, Paid, Owned, Earned & Affiliate Marketing, & Community Management
- Content & Creative
  - Strategy & Principles for Success
  - Emerging AI Content Creation & Testing Capability
  - Content Management Systems
  - Dynamic Content (DCA/DEA)
- Capability
  - People: Org Structure, Talent, Training
  - In-house/Outsource
  - Agencies
  - MarTech

## MARKETING, MERCHANDISING & RETAILER MEDIA

Step-change the ROI of your Marketing and Media investments and elevate your Retail relationships by understanding the latest in Marketing, MarTech, Retailer Media and AI, and how they can best be leveraged together as part of an effective full funnel Marketing plan that drives maximum awareness, conversion, personalization, and retailer JBP negotiation influence.

- Shopper P2P & Touchpoints
- Effective Marketing Plans, Audits & Prioritization
- Merchandising Tools & Priorities
- Retailer Media Strategies, Benchmarking & Organizational Design
- Shelf Design, Optimization & Transformation
- Training & Capability



## COMMERCIAL PLANNING, SALES PLANNING & GO-TO-MARKET CAPABILITIES

Organize and create the capability to consistently develop compelling customer value propositions, winning shopper touchpoints and flawless execution across the channel.

- Omni Commercial Planning
- Omnichannel Sales Planning
- Product & Commercial Differentiation
- Pitch Development & Delivery
- Joint Executional Excellence
- Shopper Insights
- Brand, Category & Department Design
- Shelf, Fixturing & Displays
- Digital Shelf Excellence
- Joint Retail Innovation

## RETAILER JBPS, INSIGHTS & NEGOTIATIONS

Leverage a strong customer value proposition in Retail negotiations in ways that result in effective retailer Joint Business Plans and partnerships focused on driving mutual growth, profit, and loyalty.

- Top 10+ Retailer Buying & Selling, Insight & Expertise
- Joint Business Planning
- Negotiation Training & Support

## REVENUE GROWTH MANAGEMENT, TRADE SPENDING, MIX, PROFITABILITY & PRICING

Holistic approach to assess and mine pricing, portfolio, trade architecture, and promotional opportunities across the Omnichannel spectrum, furling profitable growth and building Revenue Growth Management (RGM/SRM) capabilities (process, organization, systems/tools & metrics).

- Benchmarking vs. CPG Best Practices
- Portfolio Optimization Tools & Analysis
- Brand Price Strategy & Pack-Price Architecture Development
- Strategic Customer/Channel Segmentation
- Trade Program Design Across Gross-to-Net & Cost-to-Serve Investments
- Promotion ROI Analysis & Optimization



## SUPPLY CHAIN & MANUFACTURING

We leverage lean/Six-Sigma methodologies to drive continuous improvement and benchmarking to optimize sales, cost, cash, and service that meet evolving retailer and CPG requirements. Leverage our mastery in end-to-end supply chain from manufacturing plant to the retail shelf to identify quick wins, and opportunities to reduce losses.

- Supply Network Design
- E2E Value Stream Mapping & Opportunity Assessments
- Loss Analysis/Lean & Six Sigma Methodologies
- eCommerce Supply Chain Solutions
- Customer Policy Development/Renewal (price bracket, returns, swell, payment terms)
- OTIF Solutions & Fine/Chargeback Reductions
- EDI Set-up, Testing & Support to Deliver Touchless Transactions
- Root Cause Analysis/Work Process Diagnostics
- Joint Retailer/CPG E2E Strategy & Planning
- Daily KPI Management & Improvement Processes
- Organizational Design & Renewal
- Supply Org Training & Capability

## eCOMMERCE, OMNICHANNEL & RAPID DELIVERY

Developing a plan to win and achieve profitability with shoppers wherever they choose to browse, research and shop.

- Executive Trend Overviews
- Digital Shopper Engagement & Retailer Media
- Detail Page & Brand Store Training & Audits
- Amazon: Success Principles & Brand Audits
- Shopper Based Design
- Direct-to-Consumer (DTC) Channel
- Instant Needs Channel (Last Mile)
- Supply Chain Optimization
- Social Commerce Strategy & Execution
- Organizing for Success

## RETAIL EXECUTION

Practical and proven solutions for today and tomorrow that transform the shopper experience, and deliver and sustain in-store execution results.

- Experience with Start-Ups to Global CPG Companies
- Mastery of Top 10 Retailers & Beyond
- In-stock, Shrink & Inventory Solutions
- Shopper & Consumer Insights
- In-store and Online Transformation
- Merchandising Compliance Solutions
- Sales Agency Management & RFPs
- eCommerce Supply Chain Solutions
- E2E Value Stream & Opportunity Assessments
- Retailer Data Dashboard Strategies & Implementation



## ORGANIZATIONAL DESIGN & CHANGE MANAGEMENT

Accelerate performance and results through effective organizational design and implementation of effective Organizational Performance Models to manage change.

- Organizational Design
- Change Management
- Organizational Performance Model Assessments & Recommendations

## LEARNING & DEVELOPMENT

Tailored content and delivery through effective Adult Learning Modules with skilled practitioner-facilitators.

- Business Planning Training
- Sales, Retailer & Channel Trainings
- Revenue Growth Management (RGM) Training
- Supply Chain Training
- eCommerce Training
- Brand Building & Marketing Training
- Retailer Media Training
- DEI&B & Unconscious Bias Training

## FRACTIONAL RESOURCING

Stand up critical capability, cover gaps or postpone full time hiring commitments by retaining experienced practitioners who can integrate with your organization on a part time or temporary basis.

Sample roles:

- eCommerce Manager
- Chief Financial Officer
- Chief Marketing Officer
- Chief Commercial Officer
- Account Executive
- Account or Marketplace Manager

## COMPETITIVE BENCHMARKING & SCENARIO-PLANNING

We provide Competitive Benchmarking to understand best practices, the market, category, and competitive dynamics, as well as Scenario Planning to incorporate options that neutralize key competitive threats and harness upside opportunities into operative strategic plans.

- Simpactful, "Winning in the Marketplace," Retail Benchmarking & Assessments
  - Retail Trends (like required retail investments, trade spend chargebacks, etc.)
  - Industry Challenges (profitability, pricing, mix)
  - Peer-based Benchmarking
- Best Practice & Solution Identification
- Custom Benchmarking Studies
  - Key Competitors
  - Capability Areas
  - Retailers
  - Organizational Structures
  - Investment Levels
- Custom Scenario Planning Workshops