SUPERCHARGE YOUR RETAIL SALES
&
MAINTAIN A COMPETITIVE ADVANTAGE

JESSICA MAREE GORDOUN

RANGED

BUILDING TOMORROW'S
FMCG BRANDS TODAY

MY CAREER JOURNEY

coles

coles local

THE REJECT SHOP

RANGED

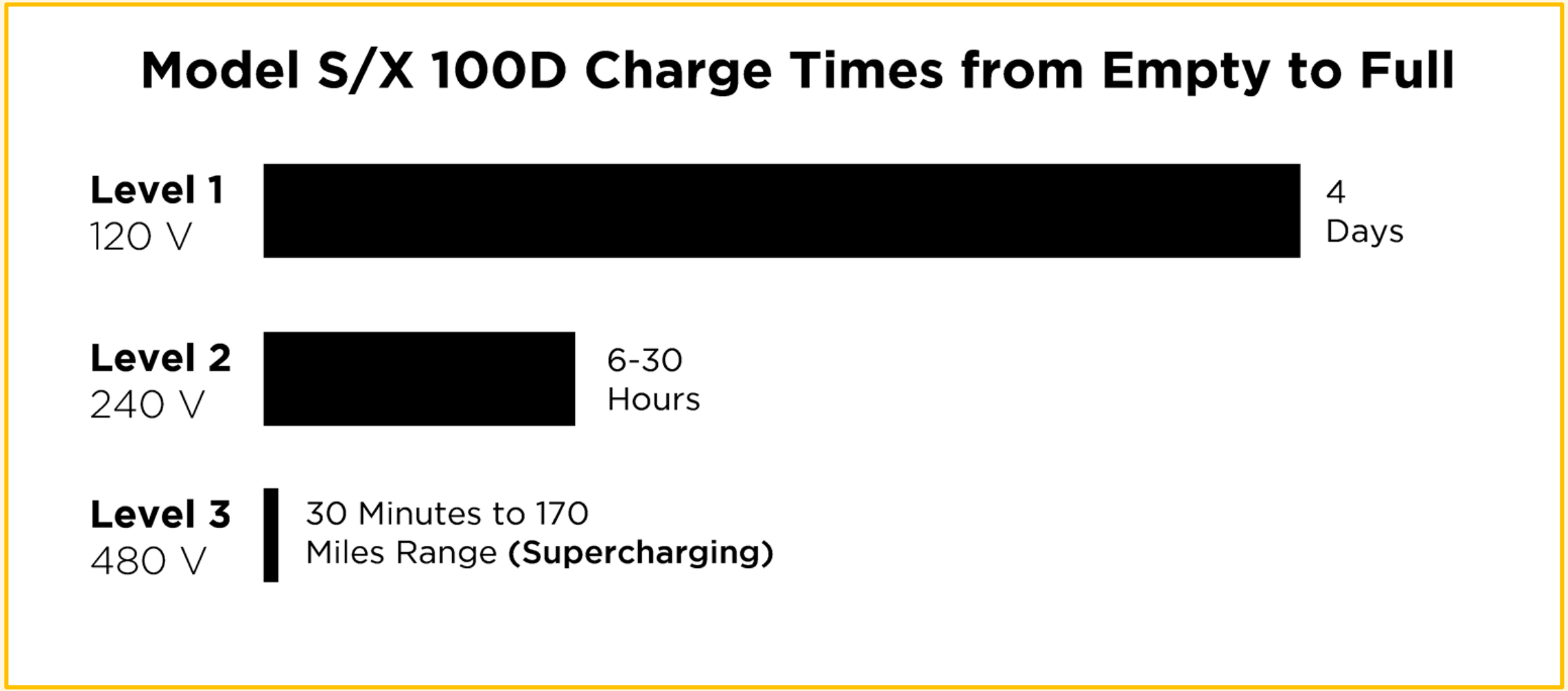
RANGED ARE THE PLUG AND PLAY SOLUTION FOR RETAIL

We know the complexity of running an FMCG business in retail and we are here to help!

WHERE IS YOUR BRAND AT?

WHAT DO WE MEAN BY SUPERCHARGE?

From 0 to 100 in the least amount of time!



SUPERCHARGE YOUR RETAIL SALES AND MAINTAIN A COMPETITIVE ADVANTAGE

It's all about the rule of 3's to get to LEVEL 3!

1. IMPROVE **COMP SALES** OF EXISTING SKUS

i. Be proactive with your sales

ii. Refine, refine, refine your funding strategy

iii. Retailers don't build brands, you do

2. INCREASE **DISTRIBUTION**

i. Think broadly about distribution

ii. Volume isn't everything

iii. Give more, get more with distributors

3. BUILD AN EFFECTIVE **NPD PIPELINE**

i. Brand Clarity is key

ii. Inspiration is everywhere

iii. Keep your friends close and your buyers closer

1. INCREASE COMP SALES OF EXISTING SKUS IN EXISTING RETAILERS

i. BE PROACTIVE WITH YOUR SALES!

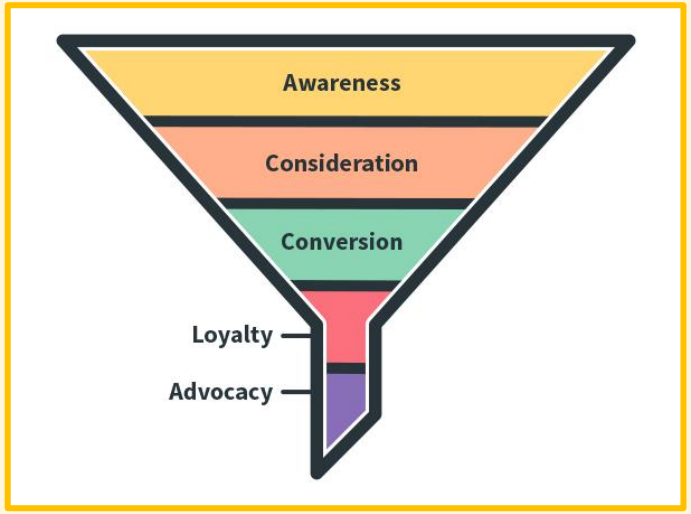
- Track and analyse your sales throughout the year with a different degree of analysis
  - Weekly, Monthly, Quarterly & Yearly

ii. REFINE, REFINE, REFINE YOUR FUNDING STRATEGY!

- Optimise your promotional plan and marketing funding
  - Promotions = Guaranteed way to secure extra sales and should yield 50-200% uplift. For most categories avoid School Holiday promotions
  - Marketing Funding = Big budget go for off locations and ends, small budget go for rewards program sampling and Citrus

iii. RETAILERS DON'T BUILD BRANDS, YOU DO!

- External marketing optimisation for retail to improve brand awareness and sales
  - Purpose = Brand Awareness (80%), Consideration (10%) and Frequency (10%)
  - Spend = 10-30% of net revenue on marketing activations total
  - Focus = Specific retail facing marketing strategies to increase conversion



2. INCREASING DISTRIBUTION & RETAILERS

i. THINK BROADLY ABOUT DISTRIBUTION!

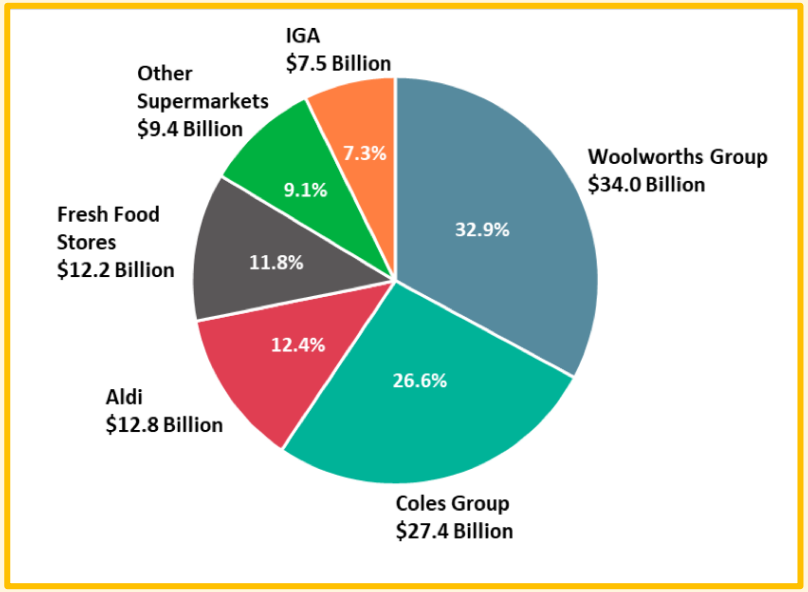
- Know the retail sales channels
  - Major retail, peripheral major retail, discounters, Independents, Boutiques, Ecommerce, Food Service and Export
  - May consider exclusivity in certain sectors to tighten the partnership

ii. VOLUME ISN'T EVERYTHING!

- Know what purpose the retailer serves
  - The majority of food brand sales will come from major retailers and independent retailers
  - However, boutique retailers may be better at building your brand's prestige and awareness

iii. GIVE MORE, GET MORE WITH DISTRIBUTORS!

- Work more closely with your distributors
  - Be prepared to help them get more accounts
  - Train their field team
  - Stay in frequent contact for updates, sales reports and feedback



3. BUILDING AN EFFECTIVE NPD PIPELINE

i. BRAND CLARITY IS KEY!

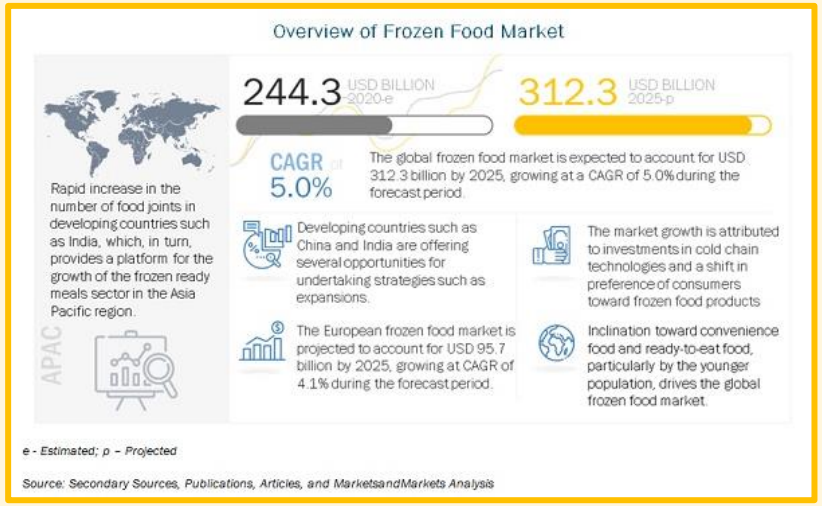
- Understand what your brand stands for and stick to it
  - Keep brand standards consistent ie: Vegan/Protein/Gluten Free etc
  - Know why customers buy your brand

ii. INSPIRATION IS EVERYWHERE!

- Look at what is trending in other markets
  - What is happening in the US/UK/Canada and other similar markets
  - What are the proof points that the trend has broad appeal
  - Look at the data and validate

iii. KEEP YOUR FRIENDS CLOSE & YOUR BUYERS CLOSER!

- Ask your buyer, and partner with them
  - Buyers know what they want, so be the one to give it to them
  - Establish a relationship where you make them look good and vice versa



THANK YOU & QUESTIONS...

BUILDING TOMORROW'S
FMCG BRANDS TODAY