

Trading teams are at the heart of any retailer, but are facing a more challenging market than ever. Billions have been invested in digitising the customer experience, but the commercial functions which ultimately drive the customer proposition have instead been viewed as an operational cost to be cut.

01.



WE HAVE IDENTIFIED A COMMON SET OF FRUSTRATIONS FACED BY RETAILERS' TRADING TEAMS

- 1 How can we use data to intuitively understand our customers' needs?
- 2 How do we optimise margin with the pressures on pricing?
- 3 Where can costly, manual processes be removed?
- 4 How can we equip our teams with the tools that enable them to focus on value add, not admin?
- 5 How do we collaborate cross functionally to increase responsiveness?
- 6 What efficiencies can we gain across categories and brands?

02. THERE ARE 5 PRIORITIES TO UNLOCK THE POTENTIAL OF YOUR TRADING TEAMS

- 1 Agree **North star vision of the future op model**. Then identify 'no regrets' initiatives to pilot, refine and scale at pace.
- 2 Removing the non value-add activity to free up time, through process simplification and automation, enabling more focus on **strategic activities that create a competitive advantage**
- 3 Provide the buyers and merchandisers with **real time customer insights**, focussing on identifying micro trends and future needs rather than backwards analysis

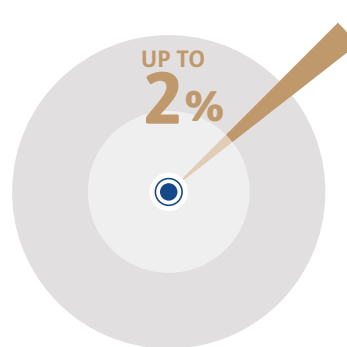


- 4 Bring customer centric propositions to market, rapidly through **empowering the teams and operating within agile team structures** across the business
- 5 Maximise customer and commercial outcomes. **Bring together the science and the art by harnessing data and analytics** to support robust decision making

03. WE CAN HELP YOU TO CREATE A CLEAR VISION AND A PATH TO ACHIEVE LEADING CAPABILITIES AT SCALE AND REALISE SIGNIFICANT BENEFITS



Of Buying and Merchandise time unlocked to spend on value add activity



Potential to uplift achieved product margin



Faster in bringing new propositions and products to market