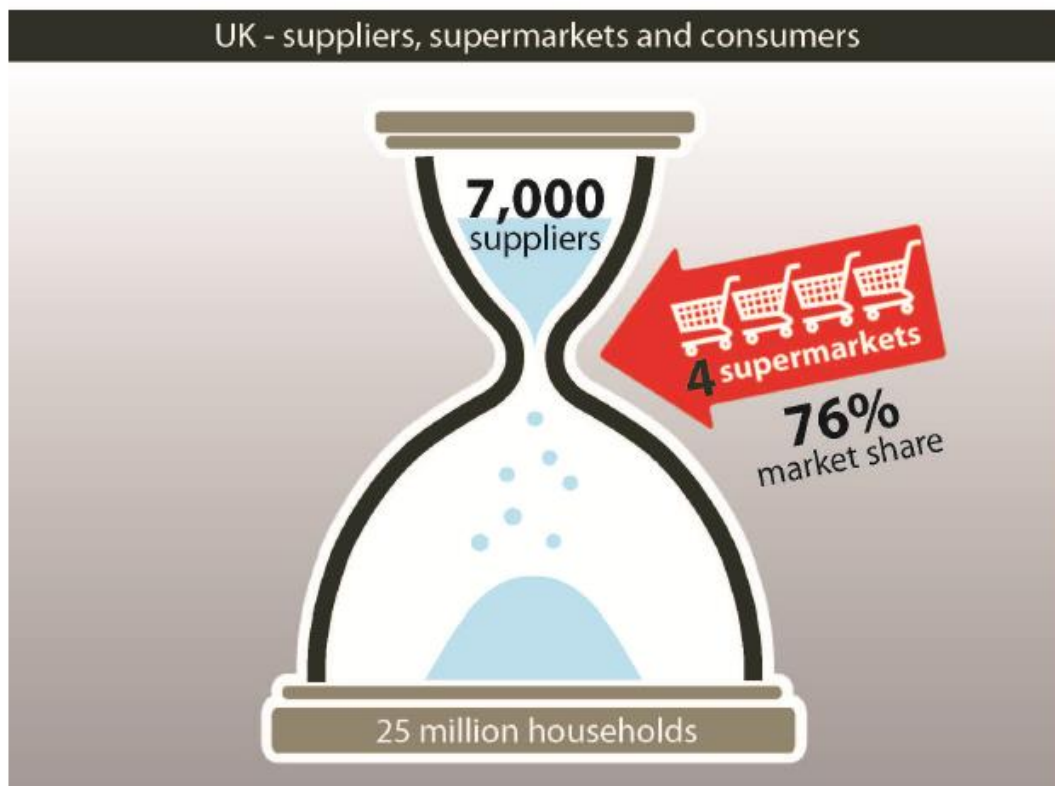


Retailers and Suppliers relationship workshop

Relationships between retailers and suppliers are a complex blend of cooperation and competition with a vertical structure. In the large retail sector, the balance of power has been tilted in the large retailers' favor over the last few years.

In any national market only a handful of supermarket gatekeepers stand between thousands of suppliers and millions of consumers. As a result, suppliers have access to fewer alternative large buyers and therefore considerably less bargaining power.

The image below depicts the situation in a saturated market like the UK.



The solution

Category Management is the primary platform from which CPG brand owners interact with retailers. **Category Management** provides the language, process framework, and metrics for communicating all strategic and tactical recommendations to the retailer.

Our **Retailers and Suppliers Relationship Workshop** is designed for **manufacturers of A brands**

Apricot Consulting Ltd

Unit 10, Maypole Airfield Business Park, Maypole Road, Maypole, Canterbury, CT3 4LN, Kent, UK

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and **supermarket's suppliers**, examines under the scope of Category Management the dynamics of this relationship and has the following benefits from the suppliers perspective

- Practice and sharpen commercial capabilities and negotiation skills
- Use insights from data to build commercial proposal that get acceptance from customers with difference needs & priorities
- Build capability in engagement and influencing decision makers
- Experience the retail mindset
- Deriving actions from interpreting trading & shopper information
- Approach sales under a strategic standpoint
- Knowledge that is immediately applicable

Duration

The workshop is running on three consecutive days

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