

# Acceleration Modules Quick RGM Assessment for pricing, promo and portfolio enhancement

Equip FMCG clients with actionable insights and quick wins to fine-tune pricing, streamline promotions, and align portfolios with market demand.

## Our approach

### Customer Pain Points

Complex portfolio with suboptimal pricing making it difficult to control volume flow and maximize the impact of promotional spending

~ 6 weeks



### Methodology

#### Deep analysis of internal and external data points

- In depth analysis of sales data base at an SKU level for pricing and portfolio concerns
- Advanced analytics from retailer data to build baselines and calculate uplift from promotions
- Revision of contract conditions and full P&L per client for trade terms opportunities

### Key Inputs

#### Internal data and secondary resources

- Sales database (Sell-out)
- Sell-in database (with profitability)
- External market studies (i.e. Nielsen, IRI, retailer data ..)
- Pre-existing shopper studies

### Deliverables

#### Quick wins and opportunities in all five RGM levers

- Portfolio: White space and opportunities, long-tail SKU analysis, roles of innovations
- Pricing: Price positioning versus the competition and the market, elasticities
- Price pack architecture: Evaluation of the current PPA and how it can be improved
- Promotions: Analysis of the efficiency and effectiveness of promo mechanics, recommendations for improvement and better tracking
- Trade Terms and Conditions: Recommendation to improve trade conditions base on customer profitability and potential

### Example

Promo assessment and optimization tool

