

CONCEPT



knowledge,
dissemination &
embodiment

Marketing & vânzări

Trade Marketing (marketing de
cumparatori (shopper), clienti si
canale de distributie)

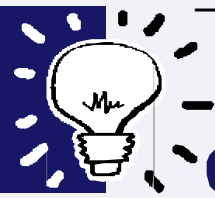
Laurentiu Curca



CONCEPT Marketing & vânzări

Aveti aceste simptome?

- **Comunicare intre departamente. Informatii din piata.**
 - aveti un departament de trade marketing care functioneaza ca si atelier de produs materiale publicitare;
 - initiativele gandite de marketing nu sunt implementate;
 - cei din marketing sunt rupti de realitatea din teren; concurenta face tot felul de actiuni la care nu exista un raspuns corect, si la timp;
 - articole sau produse sunt introduse sau scoase de pe lista de pret fara nici un fel de pregatire sau preaviz; sunt stocuri de produse care stau sa expire.
- **Vanzare conceptuala**
 - Vanzatorii nu au o secventa de vanzare standard. Nu exista o ,poveste de profit' pentru client;
 - Se vand numai ,produsele campion'; 80% din produse nu merg decat ,impinse' sau sunt stocate prin depozitele distribuitorilor.
- **Promotii. Executarea promotiilor**
 - vanzarile reclama cum ca promotiile nu au efect, nu sunt comunicate din timp, sau nu stiu ce castiga in cazul in care le executa;
 - vanzatorii nu stiu cum sunt masurati pentru executia promotiilor;
 - aveti promotii care se incalca, sau care merg in paralel cu altele organizate de distribuitorii Dvs..
- **Prezenta la raft. POSuri**
 - Nu stiti cat va costa producerea de materiale publicitare. Atunci cand verificati, constatati ca platiti mai mult decat oricine altcineva din piata;
 - Fiecare raft arata diferit; vanzatorii si mercantizorii nu au idee de cum trebuie sa arata un raft standard, pe fiecare tip de magazin in parte.



1. Ce e Trade Marketing-ul?

- Trade Marketing e o cale de a castiga vanzare prin convingerea shopper-ului la locul de decizie
- Trade Marketing este o interfata intre vanzari si marketing
 - TM translateaza conceptele de marketing in concepte de vanzari, caracteristicile in beneficii, si da feed-back marketing-ului despre ce se petrece in piata
 - Trade marketing este o functiune ce implica mai multe departamente / expertize, din:Finante, Logistica, Vanzari, Marketing
- Echipa de trade marketing se ocupa de:
 - Persuasiunea la locul de vanzare (catre shopper);
 - Modul in care e abordata piata;
 - Transformarea cunostintelor despre consumatori, clienti si cumparatori intr-un avantaj fata de concurenta.



2. Alegerea strategiilor castigatoare si agreerea planului cu clientul

- Cercetarea de cumparator (shopper)
 - Cat timp petrec in fiecare categorie;
 - Cum e structurata decizia de cumparare (ce cumpara mai intai: categorii, culoare, brand,...);
 - Daca produsul e sau nu de impuls;
 - Care e cel mai important lucru atunci cand cumperi o categorie;
 - Planifica sau nu cumparatura de acasa.
- Agreerea obiectivului comun de crestere a valorii oferite cumparatorului (shopper-ului)
 - Dezvoltarea unui concept de vanzare;
 - Intelegerea strategiilor si nevoilor clientului
- Creare de cerere (Produsele oferite trebuie sa fie `cerute; si de catre clienti, si de catre shopper-i)
- Optimizarea aprovizionarii (Cresterea disponibilitatii produsului la raft, cresterea vitezei de listare si reprovizionarea produsului, si reducerea costurilor logistice)
- Educarea propriei organizatii (Fiecare lucrator in vanzari livreaza propriul entuziasm si incredere unui client)
- Planul de lucru.



3. Cele 8 procese de lucru

1. Dezvoltarea unei strategii

- Plan de actiune pe fiecare categorie (inclusiv SWOT) sustinut de intelegerea categoriei si nevoilor clientului

2. Analiza categoriei si dezvoltarea conceptelor de vanzare

- Integrarea rezultatelor analizei in planul de actiuni
- Conceptul de vanzare general

3. Planificarea anuala

- Pentru forta de vanzari: initiative, bugete, si sustinere specifica
- Masurarea si urmarirea rezultatelor
- Urmarirea rezultatelor financiare

4. Comunicarea planului de lucru

- Inclusiv volume, sustinere de marketing, fundamente de vanzare, cum se comanda, preturi, promotii, concept de vanzare
- Format standard de comunicare
- Rezultatele urmarite prin sisteme de urmarire



3. Cele 8 procese de lucru

5. Aplicarea inițiativelor

- In formate standard, si in timp pre-determinat
- Ajustate impreuna cu forta de vanzari

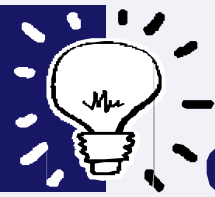
6. Planificarea activitatilor de vanzari

- Toate inițiativele incluse intr-un calendar
- Revizuirea calendarului si evaluarea status-ului inițiativelor

7. Activitatea concurentiala. Raport de activitate concurentiala

- Strategie de pret
- Planuri si activitati ale concurentei
- Reactie imediata

8. Managementul bugetelor



Exemple de activitati / lucrari specifice trade marketing



Cercetare de shopper (cumparator) si buyer (factor de decizie la client)

Shopper I

Obiceiuri de cumparare

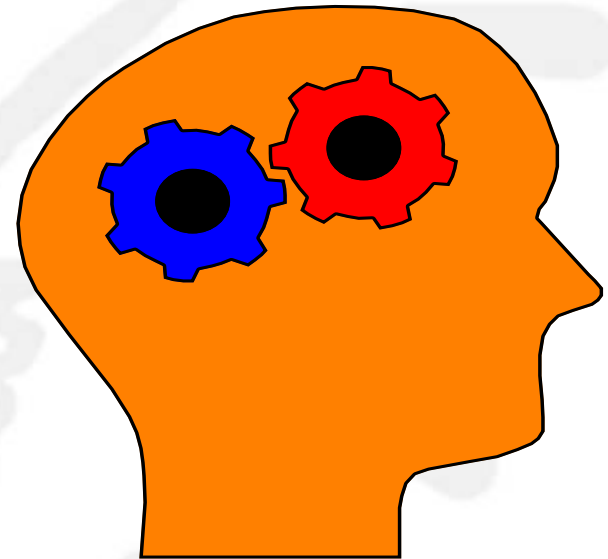
Ce fac cumparatorii !



Shopper II

Chestionar

Ce gandesc cumparatorii !



Evolutia universului de magazine

Appendix 2 - Romania Universe Evolution

Outlet Type	2000 # of Stores	2001 # of Stores	2002 # of Stores	2003 # of Stores	Change 2003 vs. 2002
Super/Minimarkets	503	546	816	848	4%
Food Stores<=20 sqm	31,165	35,103	36,257	35,659	-2%
Food Stores 21-40 sqm	17,694	20,285	23,229	22,563	-3%
Food Stores>40 sqm	8,177	8,796	9,767	8,634	-12%
Kiosks	17,494	16,440	12,525	10,888	-13%
Pharmacy	2,842	3,381	4,280	4,568	7%
Sweet&Confectioneries	2,425	2,057	1,893	1,669	-12%
TOTAL	80,300	86,608	88,767	84,829	-4%

Regional Totals	2000	2001	2002	2003	Change 2003 vs. 2002
BANAT	8,822	9,566	8,918	8,194	-8%
BUCURESTI	26,500	9,525	10,145	10,158	0%
MOLDOVA	20,609	22,464	25,473	25,306	-1%
TRANSILVANIA	15,517	16,601	17,015	16,189	-5%
VALAHIA	8,852	28,452	27,216	24,982	-8%
TOTAL	80,300	86,608	88,767	84,829	-4%



Top SKUs

Top Volume	Top Value		Volume		Value	
			Tons	% Total	Value w/o VAT (EUR)	% Total
1	2	Wafy economic bulk 4kg	1,165.13	24.6%	1,357,211	9.4%
2	3	Joe bulk covered 5.25kg	483.65	10.2%	714,587	5.0%
3	6	Joe bulk cocoa 4kg	443.23	9.3%	541,040	3.7%
4	8	Wafy fasting bulk 4kg	389.11	8.2%	470,403	3.3%
5	12	Joe Moments chocolate 250g	132.33	2.8%	300,752	2.1%
6	10	Vegetables 75 g	108.21	2.3%	324,342	2.2%
7	13	Joe XXL chocolate 14*60g	107.09	2.3%	265,220	1.8%
8	16	Joe Moments cocoa 250g	102.17	2.2%	174,046	1.2%
9	1	Nescafe Brasero 48X1.8g	100.30	2.1%	2,169,710	15.0%
10	19	Joe Vienna cocoa 14*60g	83.76	1.8%	169,770	1.2%
11	22	Joe Mignon covered 100g	72.08	1.5%	149,903	1.0%
12	7	Nan 450g- 139	68.74	1.4%	530,861	3.7%
13	18	Chicken bouillon 60g	65.71	1.4%	171,868	1.2%
14	20	Vegetables 200 g	60.12	1.3%	169,121	1.2%
15	29	Wafy 5 Fix cocoa 18*40g	58.16	1.2%	118,662	0.8%
16	34	Joe Moments hazelnut 250g	57.47	1.2%	96,923	0.7%
17	23	Nesquik 200g	51.70	1.1%	134,934	0.9%
18	24	Vegetables 120 g	50.58	1.1%	134,623	0.9%
19	25	Joe Mini cocoa 28*20g	50.46	1.1%	123,730	0.9%
20	38	Joe Moments vanilla 250g	49.93	1.1%	84,977	0.6%
21	15	Chicken bouillon 48*10g	46.92	1.0%	175,463	1.2%



Exemplu de segmentare

Customer Category	Subcategory
Super Market ; Mini Market (self service)	1 International chain 1 2 cash registers 1 3 (+) cash registers
Food Store (over the counter)	2 1 rayon / 1 shop assistant 2 2, 3 department / 2, 3 shop assistants 2 4(+) departments / 4(+) shop assistants
General Store	3.0
Kiosk	4.0
Table Open Market	5 open market 5 on the side walk
Wholesale	6 International C&C 6 Wholesales 6 Active Wholesales
Out of Home (O.O.H.)	7 Hotel 7 Bar, Café Bar, Disco ,Terrace, Internet Cafe 7 Restaurant 7 Working places 8 Public transport 8 Entertainment areas
Gas Station	8
Pet Shop	8 Independent 9 Pet Shops 9 Vet Pharmacies 9 Mix (clinica+pharma+pet shop) 9 Vet clinics 10 Farms 10 Institutions



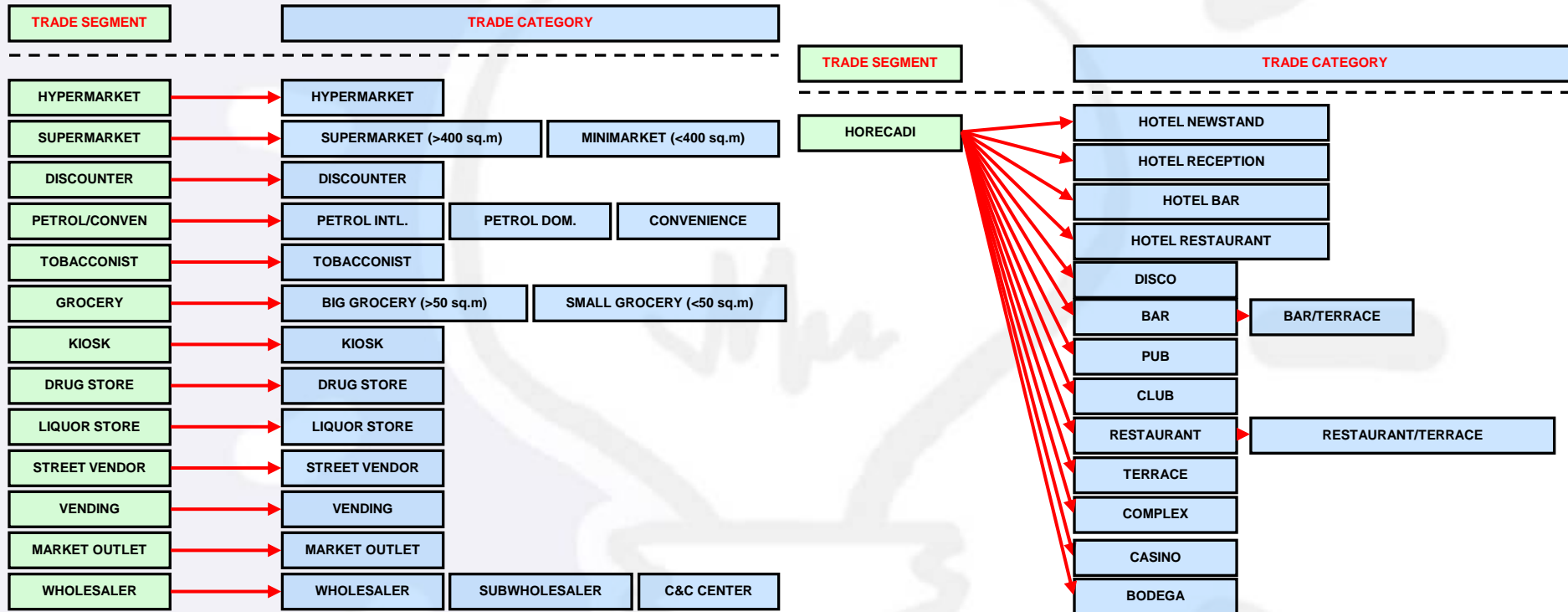
Segmentarea canalelor de distributie



Produse	<ul style="list-style-type: none">● Locatii care sunt orientate in special catre vanzarea de produse alimentare● Nr. total de tipuri de produse comercializate este destul de mare (intre 2.000 si 6.000 SKU)
Suprafata	● Min 1.000 mp
Case de marcat	● Min 5
Tipul servirii	● Se intra in locatie, autoservire
Exemplu	● Locatie in care cumparatorul foloseste un cos sau un carucior



Segmentarea canalelor de distributie



Concepte de vanzare si dezvoltari de initiative

Exemplu:

Aroma Color Style

'Puterea sta in numere'



Aroma Color Style - relansare

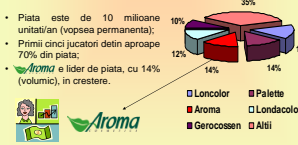
1. Piata. Trenduri. Jucatori;
2. Comportamentul consumatorului;
3. Comportamentul la cumparare;
4. Produsul;
5. Cum functioneaza afacerea;

Aroma

Color Style = Succes!

Aroma este in crestere

- Piata este de 10 milioane unitati/an (vopsea permanenta);
- Primi cinci jucatori detin aproape 70% din piata;
- **Aroma** e lider de piata, cu 14% (volumic), in crestere.



14% din consumatoarele folosesc vopseaua **Aroma!** (vs. acum 5 ani cand numai 7% consumau **Aroma!**)

Sursa: Mag. Progresul, AC Nielsen

Profilul consumatoarei tinta

Varsta: 19-25 (22%), 26-35 (26%), 36-45 (27%), >45 (25%)

Starea civila: Maritata (73%), Singura (27%)

Marimea familiei: 1 pers (4%), 2 persoane (22%), 3 persoane (36%), 4 persoane (37%)

- Se observa ca profilul consumatoarei este: femeie maritata, toate categoriile de varsta, 73% **cap de familie**.
- Desemenea, 72% se afla in mediul urban si 66% au venituri medii

Consumatoarele de vopsea sunt in majoritate cumparatori cu cos mare de cumparare "Big spenders"

Sursa: GfK, QR, 110255

Oportunitati

De unde se cumpara vopseaua de par?

Supermarket	Food store >40	Food store <40	Food store 21-40	Comerciu
17.20%	15.7%	20.9%	11.8%	34.4%

Vanzari supermarket

- Vopseaua de par aduce clienti in magazin;
- Consumatoarele sunt "big spenders";
- Consumatoarele sunt loiale;
- Consumatoarele cumpara din magazinele de mancare si supermarket;
- **Aroma** Color Style are 14% din piata.

Supermarketurile au trend ascendent: Supermarketurile trebuie sa vanda **Aroma** Color Style pentru a nu pierde clienti si bani!!!

Sursa: GfK, QR, 110255

Noua formula Aroma Color Style imbogatita cu RETINOL!!

Femeia fericita

- Sanataate fizica**
 - Agenta eficace in lupta cu instabilitatea pigmentara a parului
 - Preparata pentru ingrijirea, tinerizaj si estetica
 - Efect anti-iritant
 - Suma activitate a tuturor actiunilor de par
 - Reabilitarea spontana a scalpului
- Confort emotional**
 - Retinolul
 - Spontan eficient
 - Extractul de vin
 - Transcutol CG® si Softcutol B6
 - Patentate de Cosmofarm, France

Atrageți cumparatori "grii"

Aroma Color Style aduce cumparatori la magazin

- Loyalitate** - "daca nu gasesti se duce in alta piata"
- ACStyle 14% din piata**
- Big spender** - determina si alti cumparatori
- Cumparatura destinata** - se duce special sa cumpere

Aroma Color Style este liderul de volum al categoriei vopsea de par: categorie destinata

Arborele decizional (Shopper purchase tree)

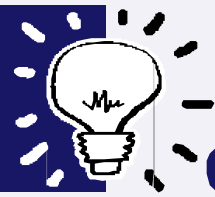
- Pret**
 - Beneficii cheie:
 - 100% acceptata fara alergie
 - Resistenta poluizantilor a naturii
 - Protectia parului:
 - protectia parului
 - stabilitate dintr-o singura aplicare
 - nu altereaza structura parului
 - ingrediente de calitate
 - cuticula uniforma
 - Convenabil:
 - colori din tinut
 - chimic fara curaj
 - practic si usor de aplicat
 - toate accesoriile
- Disponibilitate**
 - Usor de gasit in orice magazin
 - prezenta larga de color
 - colori si nuante noi
 - chiar si apoi de gasit
- Garantia culorii**
 - Catavagie cu motorie
 - si fara motorie
 - Culoare manunchilor
 - de pe ambalaj sa fie acoperite cu rezultat
- Ambalaj**
 - Forma compacta
 - original, care se distinge
- Imagine si Promovare**
 - eventimentelor mondiale
 - organizate in magazine
 - grooming media
 - brand cu notorietate
 - recomandate de prieteni

Sursa: GfK, QR, 110255



Plan de actiuni

- Vezi plan atasat



Price survey

NESTLE SKU & COMPETITORI			ALL COUNTRY											Price list to trade (from PLIC reports and Nestle price list-01.05.2003)
			All Country Average											
			En gross/ Cash&Carry	Index to price list	Super / Mini Market	Index to price list	Food Store / General	Index to price list	Kiosk / Taraba	Index to price list	All Channels	Index to price list		
													Country Average	
Nescafe, Nesquik & Competitors														
1	NESCAFE	BRASERO	1.8g	1,752	97	2,266	126	2,458	137	2,381	132	2,224	124	1,800
2		BRASERO	50g	47,160	98	55,000	114	55,617	115	55,216	114	53,492	111	48,314
3		BRASERO	100g	87,171	98	101,198	114	102,068	115	101,860	114	98,567	111	89,131
4	NESCAFE	CLASSIC	2g	1,717	99	2,181	126	2,355	136	2,319	134	2,157	124	1,735
5		CLASSIC	50g	43,515	98	51,553	116	52,185	117	50,913	114	49,852	112	44,625
6		CLASSIC	100g	80,054	98	93,857	114	95,058	116	92,792	113	91,191	111	81,991
7	AMIGO		1.8g	1,633	105	2,215	142	2,456	157	2,313	148	2,081	133	1,560
8			50g	44,770	102	51,887	118	52,350	119	52,714	120	50,530	115	43,953
9			100g	81,135	100	95,212	118	97,821	121	95,475	118	93,134	115	80,782
10	ELITA	ROSU	1.8g	1,693	100	2,300	136	2,363	140	2,300	136	2,176	129	1,687
11		ROSU	50g	42,401	99	50,663	118	51,132	120	51,783	121	49,564	116	42,778
12		ROSU	100g	75,053	100	89,195	118	88,473	117	89,000	118	86,574	115	75,381
13	ELITA	VERDE	100g	82,713	100	97,058	117	96,268	116	94,455	114	93,686	113	82,918
14	JACOBS	KRONUNG	1.8g	2,718	104	3,391	130	3,426	131	3,400	130	3,252	124	2,613
15		KRONUNG	100g	98,303	101	113,474	117	115,226	119	110,786	114	111,001	114	97,022
16	NESQUIK		200g	23,531	99	27,623	116	27,795	117	27,950	117	27,031	114	23,800
17	NESQUIK		400g	41,965	98	49,496	116	50,568	118	48,733	114	48,177	112	42,840
18	BRUMI		380g	35,595	98	41,965	116	41,853	115	41,050	113	40,771	112	36,295
19	BRUMI		600g	55,500	105	57,630	109	58,400	110	59,800	113	57,533	108	53,074
20	LA FESTA	CIOC. CALDA	25g	3,846	115	4,532	136	4,885	146	4,704	141	4,525	135	3,344



Trade terms concurenta

TRADE TERMS

Manufacturer	Non-transparent terms	Trade Segment	Quantity Discount	Qtty / value Brackets from - to	Cash Discount	Payment Term (days)	Distribution Discount	Other Type of Discounts	Comments	
Elite	X	retail	1%	>2 M. ROL	1%	7-14			Elite works with around 15 local distributors on designated areas, all using the same price list	
		WS	2%	<30 M. ROL	1%					
			4%	>30 M. ROL						
		key accounts	1%	>2 M. ROL	2%			1%-min.10SKU's/ invoice		
		distributors				10-14	6%	4% from total sales to trade at the end of month	+3% from total sales every 3 months	
Kraft	X	retail			1-2%	7(14)			Around 20 local distributors that are doubled in some counties by Kraft's own coffee distributor - Supreme (direct competition on the area)	
		WS	2%							
		key accounts								
		distributors				14- 28		9-15% on the contract		
European	X	retail			3%	7-14		7% - payment in 7days 10% - payment in 7days - food products	Transilvania General IE (their own distribution network)	
		WS				7		15% - inv.val.>7M and cash payment 17% - inv.val.>10M and cash payment		
		key accounts								
Unilever	X	retail			3-4%	7			Two distributors on designated areas Aquila & Legato	
		WS	2%-4%			14				
		key accounts				up to 30				
Amigo		retail			2%	7-14		1% discount for payment in 7 days	Exclusive Distributor - TDG	
		WS	3%							
		key accounts distributors								
Alka	X	retail			4%	14			Around 15 distributors	
		WS								
		key accounts						6% - coffee 8% - food	2%- target achieved	2% for dedicated sales team, if any
		distributors				21		1%- target achieved - paid for salesmen		



Lista de pret

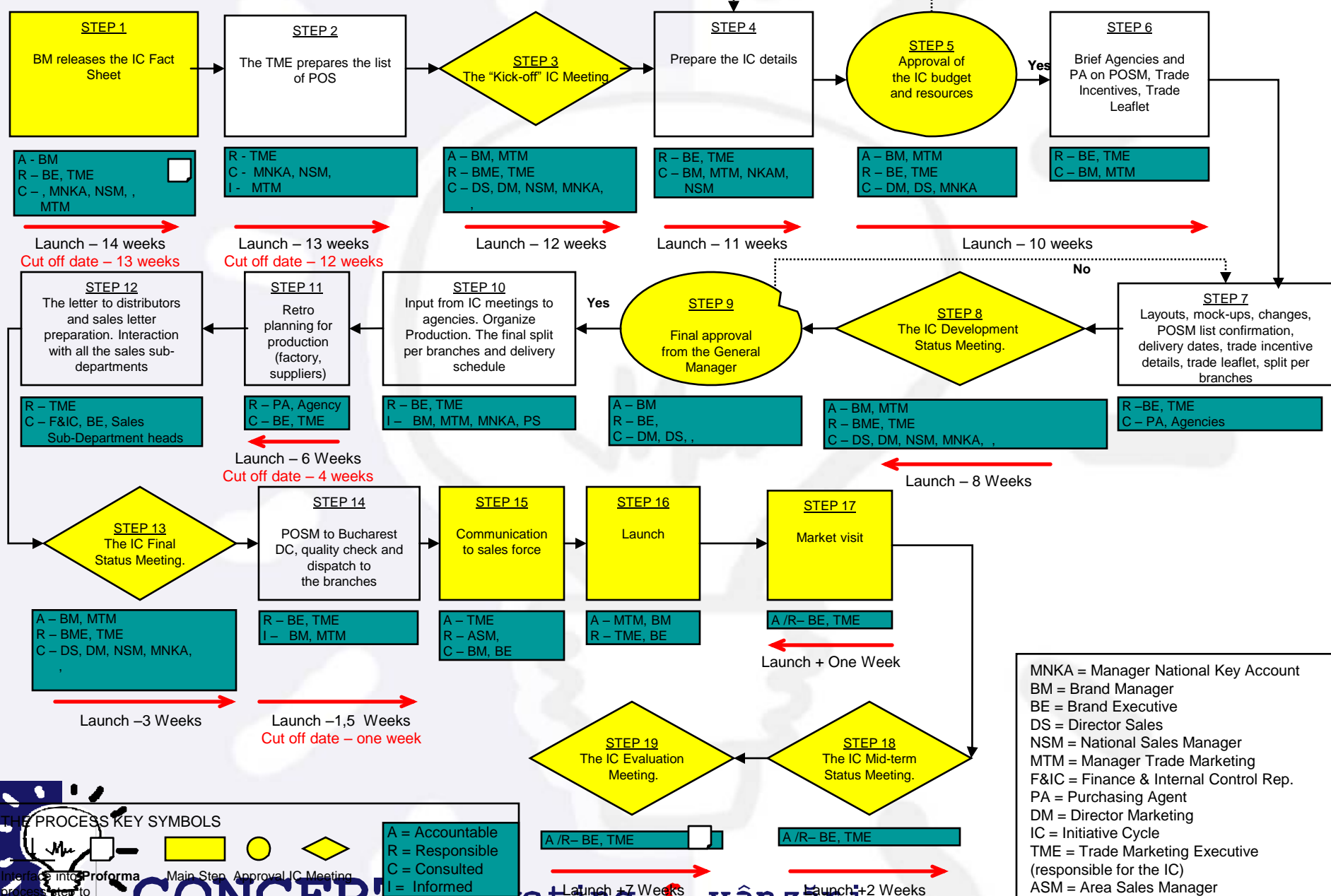
Wafers

Brand	Size (g.)	Manufacturer	NEW Price List to Trade				FORMER PLT	
			Prices effective June 1st, 2003 (VAT not included)				Former Unit Price List	Index to Joe
			New Price List	Index per pack to Joe	Index per gram to Joe	Price decrease/increase		
Joe Mini	20	Nestle	1,930	100	100	0.0%	1,930	100
Siesta	20	Kraft	2,410	125	125	0.0%	2,410	125
Cip	20	Alka	1,550	80	80	0.0%	1,550	80
Joe cocoa 30g	30	Nestle	2,550	100	100	0.0%	2,550	100
Jeansy	20	Nestle	1,296	51	76	-20.0%	1,620	64
Naty	20	European	1,350	53	79	0.0%	1,350	53
Joe coated	30	Nestle	3,360	100	100	0.0%	3,360	100
Siesta	40	Kraft	4,090	122	91	0.0%	4,090	122
Danut	40	Bega Pam	3,095	92	69	0.0%	3,095	92
Naty	25	European	2,250	67	80	0.0%	2,250	67



The Initiative Cycle Goal: to establish and execute supporting programs, for the trade and the field force, that enhance the R trade look in order to generate a consumer connection to the brands.
 The IC Activity Owner: Marketing Department
 The IC Process Owner: Trade Marketing Department

Procesul de dezvoltare a inițiativelor



MNKA = Manager National Key Account
 BM = Brand Manager
 BE = Brand Executive
 DS = Director Sales
 NSM = National Sales Manager
 MTM = Manager Trade Marketing
 F&I = Finance & Internal Control Rep.
 PA = Purchasing Agent
 DM = Director Marketing
 IC = Initiative Cycle
 TME = Trade Marketing Executive (responsible for the IC)
 ASM = Area Sales Manager

THE PROCESS KEY SYMBOLS

- Interface into Proforma process into another process
- Main Step
- Approval
- IC Meeting

Legend:

- A = Accountable
- R = Responsible
- C = Consulted
- I = Informed

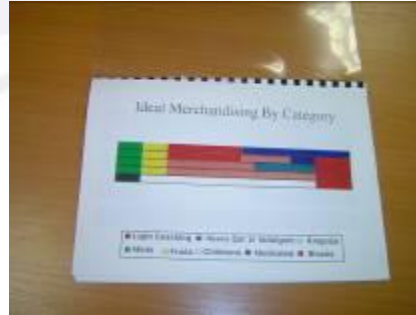
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Procesul de dezvoltare a inițiativelor

Main Steps	Key Activities	Key Tasks	Inputs/End Points Required	Consult/ Inform	Ideal/ Critical Timing	Key Process Interfaces
1 BM releases the IC fact sheet A = BM	1 Identify consumer and brand needs R = BE	1 Research segment dynamics 2 Analyse consumer behaviour 3 Analyse competitor activity 4 Examples from other markets	Output: Need/opportunity defined generally as IC activity plan Input: Brand plan and objectives	C = DM, ACNielsen, MNKA, NSM, PM, MTM,	14 weeks/ 13 weeks	• Brand Planning • Segment Planning • Channel Planning
	2 Analyze the findings in the context of the local trade environment R = TME, KAE	Analyse trade evolution: distribution, OOS, channels, SOS	Input: Customer insights Market trends	C = MNKA, NSM,		
	3 Identify targeted trade segments R = TME	1 Research targeted trade segments evolution 2 Review past promotions to determine best promotion to achieve objective. Examples from other markets. 3 Plan & develop promotion concept theme & mechanics. Prepare the trade & field force incentives	Output: - List of targeted stores and required POSM - Implementation mechanics	C/I = MNKA, NSM, PM, MTM, ACNielsen	13 weeks/ 12 weeks	
3 The "Kick-off" Meeting. A – BM, MTM	Discuss and agree on the concept and proposed actions. R = BME, TME	1 Present the IC mkt.plan 2 Present the TM proposals for the IC execution (trade & field force incentives, trade leaflet or Initiative presenter, etc.)	Output: Approval of the IC activity implementation plan draft.	C = DS, DM, NSM, MNKA, PM	12 weeks	
5 Approval of IC budget and resources. A = BM, MTM	Verify the proposed actions costs vs. benefits, and the budget availability. R = BME, TME		Input: The IC budget, workload, measurement criteria and timetable	C = DM, DS	10 weeks	
8 The "Development Status" Meeting. A = BM, MTM	Discuss and agree on the final implementation plan. R = BME, TME	1 The marketing plan presentation 2. The KA plan presentation 3. The general trade plan presentation	Output: - The final approval of the implementation plan - The trade leaflet	C = DS, DM, NSM, MNKA, PM	8 weeks	
9 The GM approval	Final approval of the IC mechanics and visuals. R		Output: The final approval of the implementation plan	C = DM, DS,	7 weeks	
13 The "Final Status" Meeting A = BM, MTM	Review the implementation plan R = BME, TME	1 The marketing plan presentation, including special executions. 2 The KA plan presentation 3 The general trade plan presentation	Output: The last minute changes	C = DS, DM, NSM, MNKA, PM	3 weeks	
15 Communication to sales force A = TME	The launch meetings R = ASM		Input: The POSM allocation, the merchandising standards, the consolidated Marketing	C = NSM	One business day	
17 Market visit A/R = BE, TME	1 POSM effectiveness 2 Field force introductory call evaluation 3 Trade incentives impact		Output: Consolidated report and adjusted future plans	I = NSM, NKAM, PM	(-) One week/ two weeks	
18 The "Mid-term Status" Meeting A/R = BE, TME	Review the implementation plan status	1 The marketing plan review 2 The general trade plan review	Input: the market visit findings Output: the mid-term changes, if any		(-) Two weeks	
19. The "Evaluation" meeting. A/R = BE, TME	The IC evaluation based on the Initiative Cycle Evaluation Sheet	1 The marketing plan evaluation 2 The KA plan evaluation 3 The general trade plan evaluation			(-) 7 weeks	



Planogramme



Dezvoltari POSuri



hanger



vorbitor de raft



separator



Display-uri de raft



sticker



Display-uri etajabile



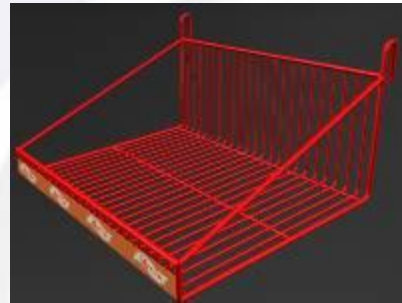
Standuri verticale



POS-uri modulare



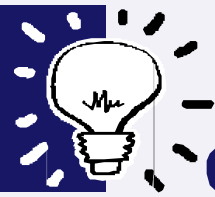
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Must sell pe canale



Organizator de vanzari (Sales binder)



De ce sa lucrati cu noi in dezvoltarea departamentului de Trade marketing?

- **Pentru ca am facut si facem departamente de trade marketing, din 1996.**
 - Noi vindem xpertiza aplicabila in practica clientilor nostri. Activitatea de Trade Marketing este unul din domeniile in care excelam. In timp, am dezvoltat departamente de trade marketing la firme mari: Procter & Gamble, Nestle, Philip Morris, dar si la firme de dimensiuni mici si medii, la majoritatea clientilor nostri curenti.
- **Pentru ca membri echipei noastre, care vor lucra si cu Dvs. sunt specialisti in domeniu.**
 - Membrii echipei noastre sunt foarte bine calificati, multi dintre ei lucrând multi ani in companii multinationale, participand activ la ultimele dezvoltari din domeniul Trade Marketing-ului
- **Pentru ca ne asumam raspunderea pentru obtinerea rezultatelor promise.**
 - Noi facem profit doar daca rezultatele promise si contractate sunt atinse. Platile cuprind o ,plata de succes', la sfarsit, care se plateste numai daca clientul este multumit.



Oferta de lucru

- “Abonament – planificarea strategica” - 4,700 Euro
 - coordonarea activitatilor de gandire, conceptualizare si conducere a activitatilor de trade marketing
- „Administrare” - 4,200 Euro
 - plus mentenanta si ajustari
- „Full management”- 6,500 Euro
 - executia propriu-zisa a activiatilor de TM



„Abonament” - coordonarea activitatilor de gandire, conceptualizare si conducere a activitatilor de trade marketing

- 1. Analiza categoriilor** in care activati. Analiza situatiei actuale.
- 2. Planul de trade marketing** pe anul urmator (de aprobat ulterior de catre client)
 - Strategii pentru 2006
 - Actiuni si proiecte 2006 (inclusiv bugete pentru fiecare proiect)
 - Bugetul pentru 2006 (propunere si justificare)
- 3. Key Performance Indicators** / Indicatori de performanta esentiali pentru activitatea de vanzari (de facut impreuna cu departamentul de vanzari si operatii de distributie)
- 4. Calendarul de initiative** 2006 & toate promotiile necesare in limita bugetului alocat, inclusiv obiective si impartirea acestora

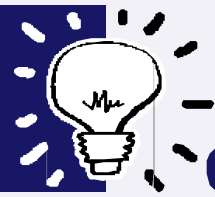


„Abonament”

5. **Segmentarea** pietii conform cu nevoile curente de bussiness
6. **Portofoliul `must sell`** pentru fiecare canal de distributie in parte
7. **Procedurile** legate de activitati specifice de trade marketing:
 - Procedura de culegere de informatii, rapoarte necesare
 - Procesul de functionare a promotiilor
 - Procedura calificare clienti noi
 - Procedura de clasificare a clientilor
4. **Sales binder-ul** (organizator de vanzari), care cuprinde:
 - standarde de mercantizare,
 - must sell-uri pe canal,
 - formate de vanzare persuasive,
 - lista preturi recomandate,
 - lista tipuri de clienti,
 - focus pentru perioada curenta,
 - proceduri de vanzare,
 - proceduri de executare / implementare a promotiilor).

Pret estimativ: 4,700 Euro

Durata: 2-3 luni

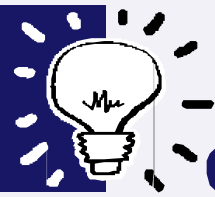


„Administrare”

- In plus fata de activitatile de la „Abonament”:
 - Mentenanta calendarului de initiative, a bugetelor
 - Coordonare de dezvoltari de POSM
 - Administrarea tuturor promotiilor, inclusiv analiza rezultatelor promotiilor
 - Verificarea rezultatelor promotiilor
 - Verificarea KPI pentru echipa de vanzari si distribuitori

Pret estimativ: 4,200 Euro

Durata: 7-8 luni



„Full management”

- In plus fata de activitatile de la „administrare”:
 - Activitati de forecast, vanzari si ajustari vanzari
 - Sustinere de prezentari, mitinguri de vanzari si lansari de initiative
 - Dezvoltari de POSM; biblioteca de POSMuri
 - Administrarea si executia activitatilor corespunzatoare departamentului de Trade Marketing

Pret estimativ: 6,500 Euro

Durata: 12-13 luni



Organizarea proiectului

- **Prima parte (evaluarea):** 1-2 saptamani (proiectul va incepe nu mai tarziu de 7 zile de la data semnarii contractului si a transferului a 30% din valoarea contractului).
- **A doua parte** incepe cu finalizarea planului de actiuni, adica dupa evaluare si se termina in aproximativ 2 luni.
- **A treia parte** – inseamna adminstrarea de actiuni specifice de trade marketing si se termina, in functie de calupul agreed: in 3 - 12 luni.

