



# PROFITABLY MANAGE AND MEASURE RETAIL EXECUTION

Just because you've launched a great product, landed a national retail chain, and developed a strategic promotional plan doesn't mean you can sit back and expect the sales and revenue to roll in. If you do, there's a good chance your product will be pulled from the shelves and replaced with another brand.

In an omnichannel retail world where consumers are used to convenience shopping and where stores and brands are expected to provide more personalized and engaging shopping experiences, effective retail execution has never been more critical to staying competitive, driving sales, and ensuring the sustained success of consumer packaged goods companies.

To win at the shelf—in-store or online—requires a sound retail execution strategy and its meticulous implementation. But without consistent monitoring and measuring of your efforts based on the most reliable retail data, suppliers will find it quite difficult to adjust their plans accordingly, which can lead to lost sales and missed profitability goals.

## THE CHALLENGES CPGS FACE IN RETAIL OPERATIONS AND EXECUTION

Whether your products are sold through brick-and-mortar and/or e-commerce stores, they need to be visible and regularly available—and you and your retailer partners must be ready for the next wave of consumer and market trends or any disruptions that could negatively affect your sales, marketing, and brand reputation.

Implementing and maintaining efficient and effective retail operations and execution enables CPGs to move quickly to meet any changes in consumer demand, but there are several challenges brands and retailers face in trying to do so:



### **Consistent Multichannel and Omnichannel Shopping**

Consumers are choosing omnichannel or multichannel buying experiences and expect consistency across all channels and processes—a seamless shopping experience both online and offline.





### **Personalized Shopping Experiences**

Consumers expect digital and in-person channels to deliver a personalized shopping experience. Brand loyalty requires personalized and customized experiences that stand out.



### **Data Silos and Visibility**

A lack of visibility into daily store- and item-level point-of-sale and inventory activity data prevents CPG sales teams from providing the accurate data, insights, support, and guidance retailers need to execute effectively and increase product turns.



### **Timely Reporting and Alerts**

Brands often lack timely and accurate POS and inventory reporting, analytics, and insights that can identify sales opportunities, out-of-stock risks, and how individual stores are performing.



### **Accurate Sales Forecasting and Demand Planning**

Untimely or incomplete sell-through data can lead to inaccurate forecasting and demand planning for product turns, promotions, and new product launches, resulting in out-of-stocks and lost sales and consumer satisfaction.



### **Optimal Inventory Management**

Purchasing or supplying the correct amount of inventory and ensuring optimal on-shelf availability to meet consumer preferences, regional trends, and seasonal demand can be challenging without near real-time data.



### **Regular Communication Between Brands and Retailers**

Not providing data-driven stories and timely analytics and results to retailer partners on a consistent basis can result in noncompliance and incompleteness of retail execution tasks and lessen trust and cooperation from retailer personnel.



### **Internal Communication and Collaboration**

Poor internal communication and a lack of collaboration and sharing of actionable insights among departments, divisions, and business teams can disrupt business processes and negate informed decision-making.



### **Operational Costs and Appropriate Pricing**

Operational costs can be a key factor in determining retail prices, and if costs are too high and there are supply chain inefficiencies, it will be difficult to determine optimal pricing strategies that convert interest into sales.



### **Employee Engagement and Retention**

Retail employees are more likely to stay with a company when they are engaged and know they're providing value. Providing the right training and product knowledge can lead to greater engagement with consumers and reduced employee turnover.



## OPTIMIZE STORE-LEVEL AND ONLINE EXECUTION AND SELL-THROUGH

In today's competitive retail environment, consumer goods companies need to take advantage of precise, daily SKU- and store-level retail data and processes that improve their relationships with retailers as well as consumers. Shifting the focus from what's been shipped to what's being purchased provides much more accurate, reliable analytics and insights—and more-informed decision-making—that help increase on-shelf availability, sell-through, and consumer satisfaction. All of this translates to higher bottom-line results.

### Actionable Insights Reporting for Retail Execution:

- Lost Sales
- No. of Authorized Stores Selling
- Authorized Items Not Selling
- Top- and Bottom-Selling Stores
- Cross-Category Low Items
- Demand Turn Forecast
- Demand Promotion Forecast
- Out-of-Stocks
- KPI Tracking
- Items Not Carried
- Demographics
- Distribution Voids
- Predictive Inventory Alerts: Low Stock and Access Inventory
- Order Not Meeting Promotion Forecast Quantities
- Online Purchase Trends by Store
- Current and Upcoming Promotions

# HOW RETAIL VELOCITY CAN HELP IMPROVE YOUR RETAIL EXECUTION

When it comes to staying competitive in an ever-changing and fast-paced market, there is no time to lose, and CPG companies shouldn't leave anything left to chance with both their in-store and online retail execution strategies. Therefore, it is vital that CPGs, along with their retailer partners, put in the time and effort to thoroughly analyze, adjust, and improve all their retail execution efforts to remain visible on the physical and digital shelf, achieve optimal operational efficiency, provide consumers with an exemplary omnichannel experience, and increase sales.

Retail execution is the engine that keeps your business running consistently and if conducted effectively, profitably. However, without near real-time POS and inventory data at the most granular level, you won't be able to accurately measure the performance of your retail execution activities and make more intelligent business decisions that drive profitable growth.

Although the amount of retail data gathered by CPGs and retailers continues to grow at an alarming rate, consumer brands can use sophisticated technology solutions such as Retail Velocity's [VELOCITY® retail data platform](#) to automatically collect, cleanse, and harmonize large volumes of retail data from any source: retailers, retailer portals, distributors, e-commerce partners, ERP systems, syndicated retail data providers, and more.

With the right data partner and the right data available at the right time, CPG companies can ensure they have the right product on the right shelf at the right time. Sounds about right, right?

**THE  
RIGHT  
DATA.**

**THE  
RIGHT  
TIME.**

**THE  
RIGHT  
PARTNER.**

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