

Joint Business Planning Process

is industry certified and proven to drive positive results

Situation Assessment

Retailers are re-designing their planning process yielding:

- Fewer seats at the table - selective process to participate in Retailer JBP
- Retailers need help understanding market (winners/losers) vs. store conditions
- Retailers need to collaborate on omni-shopper to drive demand/ supply chain while reducing costs

Manufacturers desire to reduce daily price & promotion negotiation:

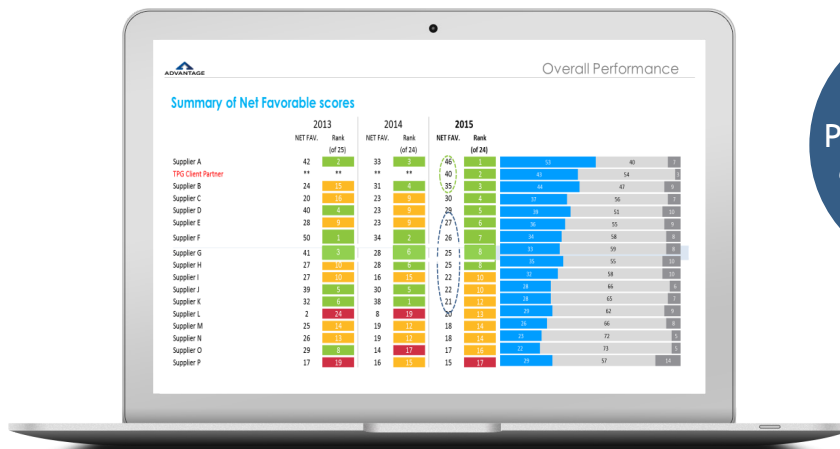
- Trade Spend growing faster than Sales
- Focus needs to be on win/win activities that drive Category & Brand
- Retailers have advanced analytics on Category and Department impact

Manufacturers working to define their value add:

- Leverage multi-functional capabilities
- Develop a longer term planning process
- Create an innovative “test & learn” environment



- Senior Management sponsorship & engagement - secure right resources
- Facilitate working sessions driving demand creation & reducing costs
- Activate joint sub-teams to design & implement strategies & initiatives
- TPG injects best practice processes and tools to accelerate results
- TPG creates early wins through “test & learn” methodology



- Developed new JBP Process/Tools and training sales organization for a Global Electronics Supplier. Facilitated JBP sessions with Top Retailers across 20 Countries and JBP results range from +8% to +32% in growth.
- Developed new JBP Process/Tools as well as new Category Thought Leadership approach with Global GM supplier, we then piloted the approach with 3 Top Retailers and trained entire sales team. They have been able to leverage this into record scores in the Advantage survey - moving up to #2 in peer group versus not being mentioned previously.

TPG is a growth-oriented consultancy.

We create client value and enhance their commercial engine by:

Creating consumer and customer-centered strategies

Imbedding leading, demand creation practices

Designing & developing highly effective organizations

The Partnering Group (TPG) is a global strategy and general management consulting firm. Our mission is to build sustainable incremental value for leading retail and consumer product companies worldwide. For more than two decades, TPG has helped our clients identify and address their greatest challenges and opportunities in order to achieve maximum shareholder value.



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