



Case study - Brand Negotiation in Retail

Cash and Carry retailer improves margin by £3.7m through programme of structured negotiation with Top 50 Brand suppliers

Client

Leading UK food and non-food wholesaler with turnover more than £1bn. More than 30 cash and carry stores but operating in a competitive environment, difficult trading conditions and declining margins.

The project objective was to rapidly improve trading margin through a focused program to improve trading terms with top suppliers of branded products.

Approach

- Fastest route to margin improvement to work with existing trading teams to improve trading terms for top suppliers
- Top 50 Branded suppliers by spend identified : Beers Wines & Spirits, Soft Drinks, Dairy, Confectionary, Cleaning, Sound & Vision, Disposables Laundry & Paper
- Negotiated with 56 branded suppliers to address £256m of spend.

Results

- Dedicated team of consultants working alongside client buyers
- Project completed in 5 months
- Client buying team up-skilled with structured Brand Negotiation methodology
- Delivered over £3.7M of annualised benefits to trading terms



- Our team has achieved over £20m in savings
- Projects are self-funding with no risk for clients
- We work closely with your people to embed best practice
- Our unique spend intelligence service ensures ongoing savings