

How can we
Increase
Profitability and
Enhance Creativity
whilst **Limiting the**
Cannibalisation of
the Category?



FAST results

How do we get **FAST** Results

FOCUS

WHAT do we need to do to outpace the rate of change?

Accountability

WHO will do the work?

Simplicity

HOW will we achieve our goals?

Transparency

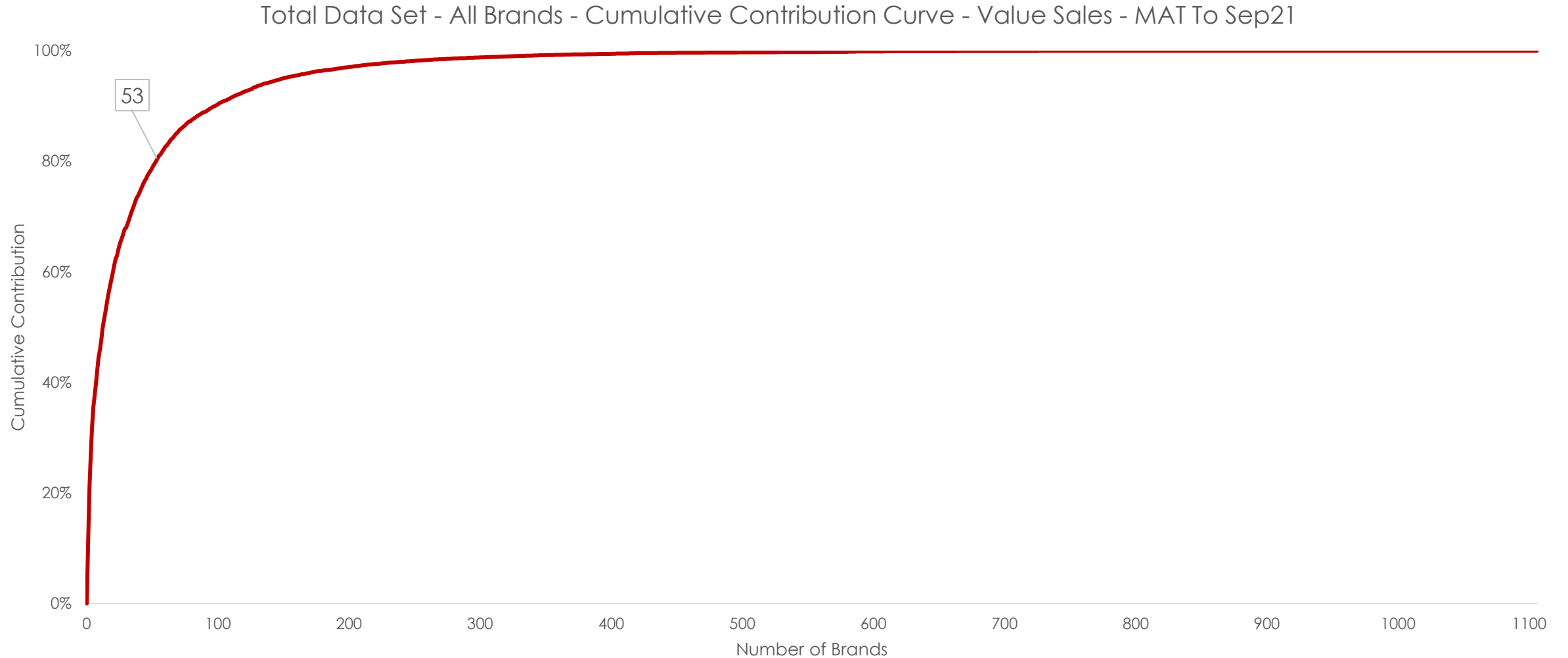
WHY are we doing what we do?

Focus

WHAT do we need to do to outpace the rate of change?

Focus

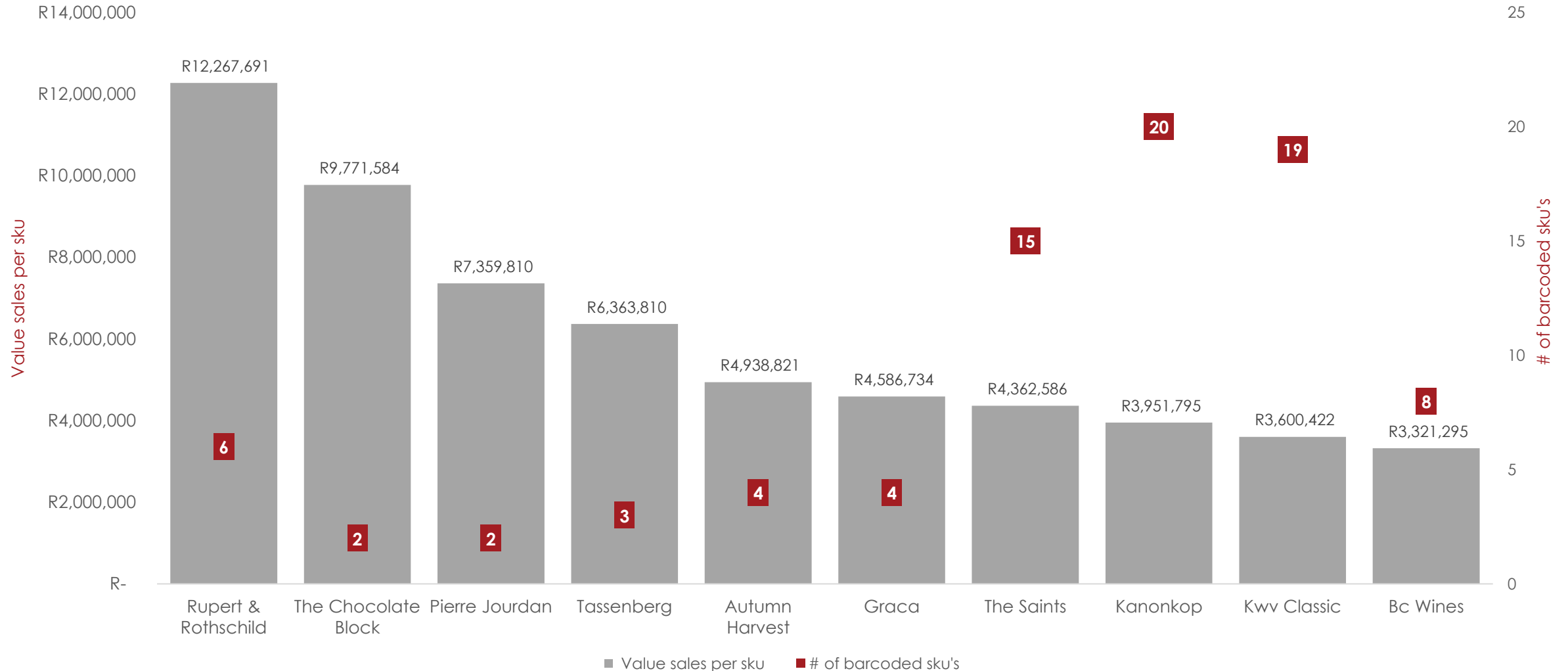
1,128 brands, top 53 generate 80% sales



Source: IRI – October 2022 (SPAR | PnP | OK Foods | Shoprite & Checkers | Massmart | Ultra)

Focus

Top 10 focused brands – value sales per SKU – 12MM Oct 2022



Source: IRI – October 2022 (SPAR | PnP | OK Foods | Shoprite & Checkers | Massmart | Ultra)

FOCUS

WHAT do we need to do to outpace the rate of change?

Increase Profitability	Enhance Creativity	Limiting the Cannibalisation of the Category
• Who is my target market or most valuable segment I am after? • What is my five-year goal?	• Who are you? • What do you want to be known for? • What are your essential marketing tools?	• How will you differentiate your Brand or Business?

Accountability

WHO will do the work?



Chris Maffeo • 2nd

I show drinks founders how to scale ...

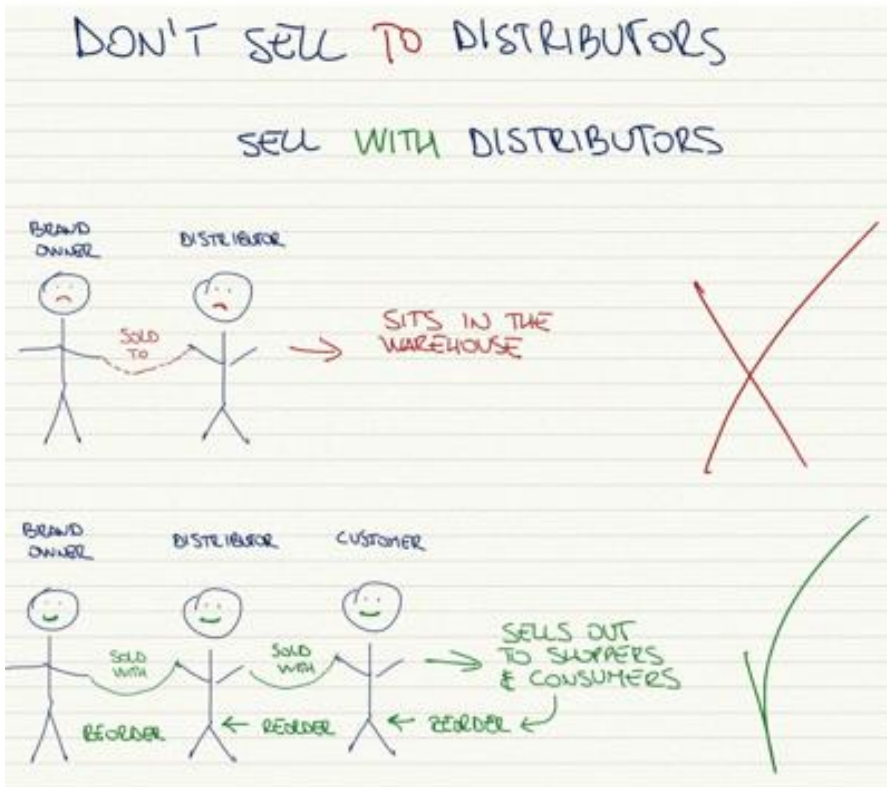
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You don't want a distributor to sell to.

You want a distributor to sell with.

Here is what I mean:... see more



What questions do we need to ask?

1. Who is ultimately accountable for the success of the brand?
2. What are the key stakeholders needs, roles & responsibilities?
3. Do we have the metrics to measure & keep these stakeholders accountable?

Accountability

WHO will do the work?

	BRAND	DISTRIBUTOR	CUSTOMER
RESPONSIBLE – get the job done	Overall Brand Management Creating demand for the brand Customer & Consumer relationships	Brand management Marketing of the brand to the customers & within the Customer environment	Marketing of the brand
ACCOUNTABLE – for the job being completed appropriately	Overall Brand Management Creating demand for the brand Customer & Consumer Relationship	Customer Team & Brand Relationships Logistics Stockholding Debtors Margins & bottom-line profitability Sales targets	Sales Stockholding Margins & Bottomline profitability of the Category Market Share
CONSULTED – stakeholder or subject matter expert	Distributor Customer	Opportunities related to Distribution, Strategic pricing, Promotional Campaigns and other brand management and marketing aspects.	Brand & Marketing input
INFORMED – receive output or need to stay informed	Distributor Customer	All aspects of the brand that has an impact on the aspects they are accountable for	All aspects of the brand that has an impact on the aspects they are accountable for

Accountability

The value of holding people Accountable

Increase Profitability	Enhance Creativity	Limiting the Cannibalisation of the Category
• Safeguard company resources • Increase in operational excellence • Yields more accurate results	• Builds Authenticity Trust Relationships Integrity • Inspires Confidence & Motivation • Ensures Proactivity – It's about acting rather than being reactive • Encourages Transparency • Better decision making • Reduces Conflict	• How will you differentiate your Brand or Business?

Simplicity

HOW will we achieve our goals?



TOM
FISH
BURN

Simplicity

Simple Put : Simplicity IS a strategy

Increase Profitability	Enhance Creativity	Limiting the Cannibalisation of the Category
• Planning Efficiencies • Reduces Risks • Strategic Pricing	• Increased Visibility in store • Improved Promotional Strategy • Improved Design & Messaging	• Availability in the right places • Enhanced Customer and Consumer understanding

Transparency

WHY are we doing what we do?



Transparency

Ways and value of being Transparent

Increase Profitability	Enhance Creativity	Limiting the Cannibalisation of the Category
• Make the relevant data insights readily available • Establish Trust to increase Customer loyalty • Ensure you understand what platforms are relevant to your Brand WHY	• Link your Brand's WHY to the customers marketing platforms • Build Customer Trust & Loyalty • Communicate your WHY so that it makes sense and inspires	• Stop creating comparable products • Ensure your Brand or products are distinctive • Stop taking a shot gun approach in your positioning and target audiences

Collectively

Questions we need to ask ourselves?

FOCUS

What can your Brand or Business start doing to be more Focused?

Accountability

What can your Brand or Business start doing to hold stakeholders more Accountable??

Simplicity

What can your Brand or Business start doing to drive more Simplicity?

Transparency

What can your Brand or Business start doing to be more Transparent?

COLLECTIVELY :
Increase Profitability
Enhance Creativity
Stop Cannibalising
the Category

