

Saving a Product Line

The challenge

A leading, branded produce grower/shipper (Company A) was approached by one of its national, long-standing retail customers. Company A supplied all of the retailer's DCs with two distinct and significant product lines. The retailer informed Company A they were undergoing a SKU rationalization and strongly hinted one of the nationally distributed product lines would be eliminated.

Potential consequences to Company A were: 1) relationships (on-site support person) 2) insights (new, better, action oriented) 3) internal feedback to drive strategic decision making, increase internal efficiencies and ROI of external data purchases. Within a two-month period, the grower/shipper lost two- of its four-person insights team, including their retail on-site person.

The solution

The loss in staff presented a significant and immediate need on a core piece of the grower/shipper's business. The company engaged Category Partners (CP) to:

- Manage all syndicated and retailer-accessed/supplied data assets
- Customize the CP Conduit reporting platform for data reporting
- Generate weekly reports designed to communicate key performance indicators to internal and external audiences.

The value

CP provided tangible value to the grower/shipper, including:

- *Continuity* – committed to quick action in support of the team, CP reformulated reports and transitioned report production, within only a few weeks. This enabled the grower/shipper to keep their retail relationship virtually uninterrupted
- *New thinking* – CP brought a fresh, outside perspective to the report formats, content and construction methods. Through launch, CP maintained continuity, while integrating new ideas
- *Cost savings* – due to CP's seamless management transition and analytical contributions, the grower/shipper did not need to replace staff. The grower/shipper improved its deliverable, while reducing program costs by 55+% (accounting for reduced head count)
- *Refocused resources* – due to the cost savings CP generated on behalf of the grower/shipper, it is now in the position to apply those resources to addressing other needs and expanding capabilities.

Now, the grower/shipper decision makers can more quickly and confidently move forward, in a fact-based and cohesive manner, using CP Conduit to see the breath, depth and health of their business. CP saved this team significant dollars and enabled it to spend its most finite resource, the time of senior and junior staff, on thinking, problem solving and creating action. Action that has led to continued and consistent sales growth.