



How CCI and Nielsen's paths intersect?

"We have to think beyond volume to accelerate Revenue & Margin Growth in Traditional Trade"



Leveraging Advantaged Capabilities

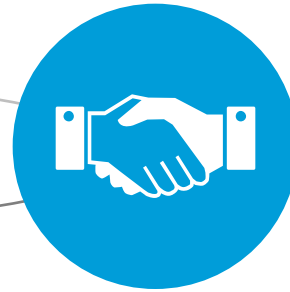


DATA, ANALYTICS
AND INSIGHTS



Global Pricing and Promotion (PnP) insights

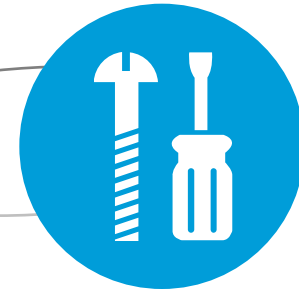
Accurate price elasticity and promotion lifts result from store modeling



EXPERIENCED BUSINESS
AND TECHNOLOGY
CONSULTING



Expert advice on how to optimize commercial choices using predictive analytics



END-TO-END
CLOUD-BASED
TECHNOLOGY

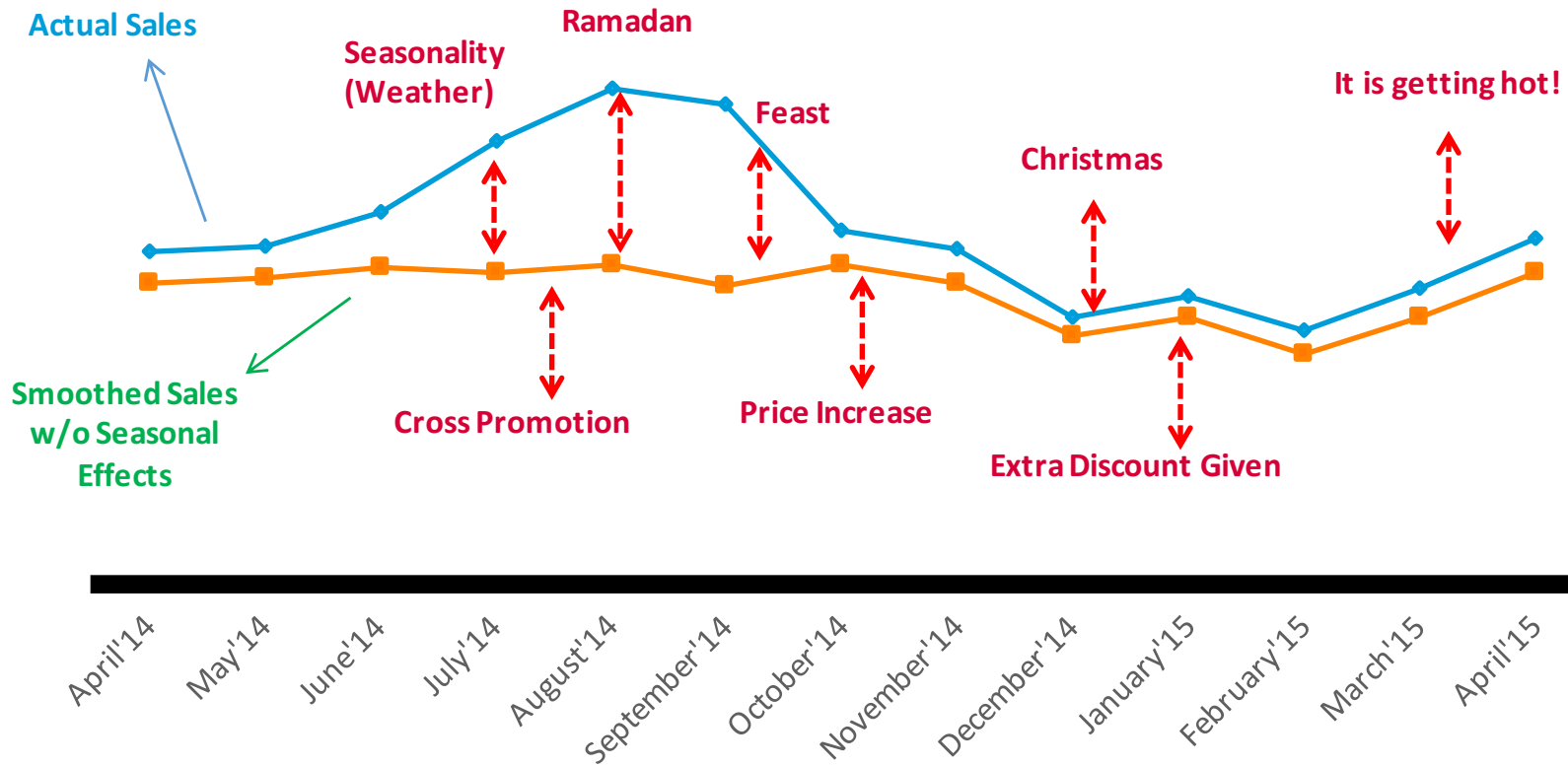


Easy-to-use “always on” planning and analysis

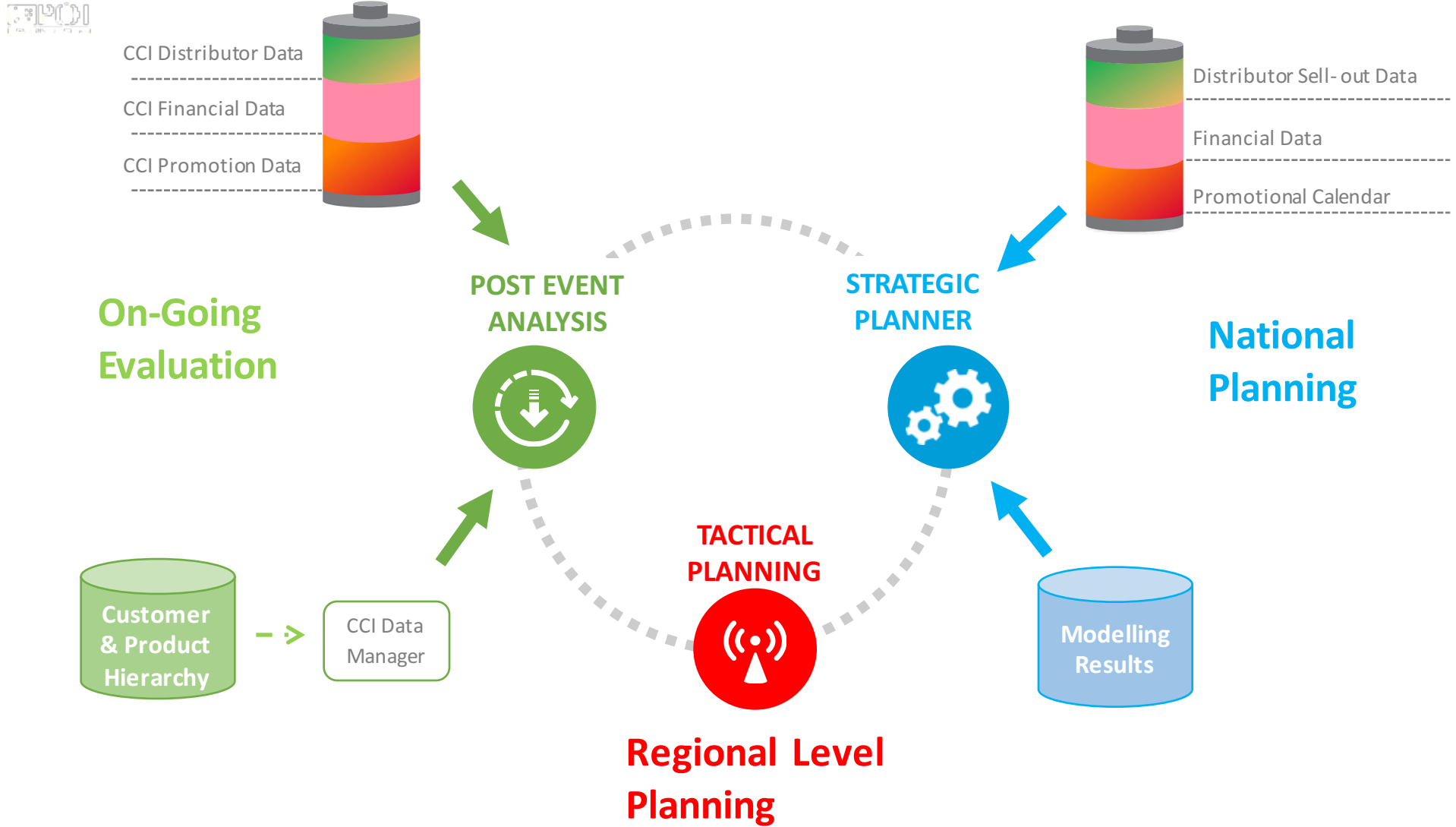
Integration with data and ERP systems

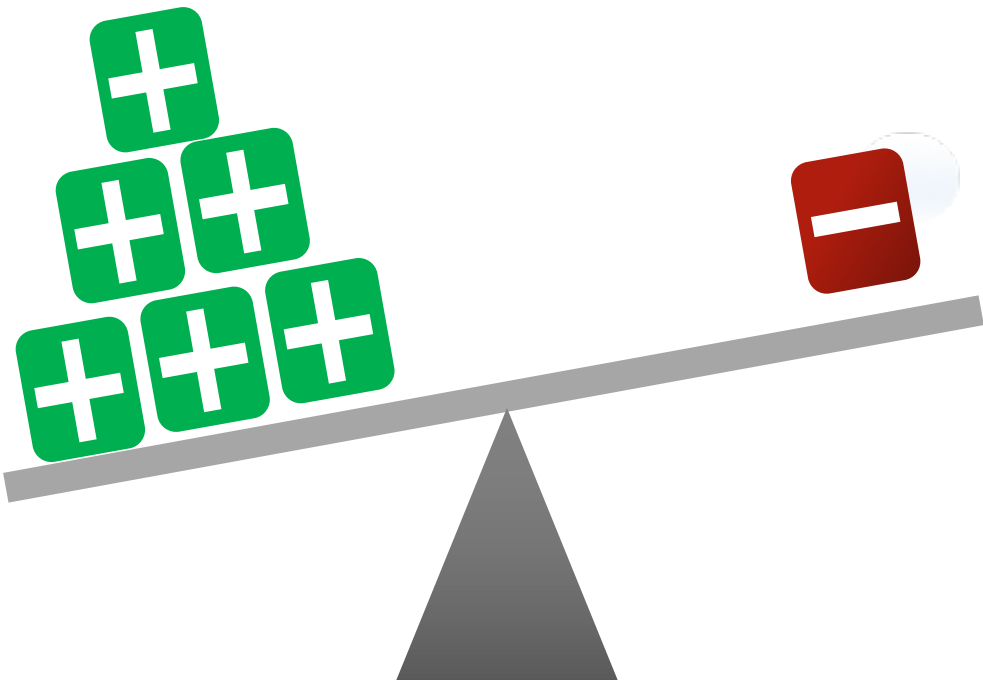
Rapid implementation for shorter time to value

Not a guessing game anymore



End – to- End Optimization



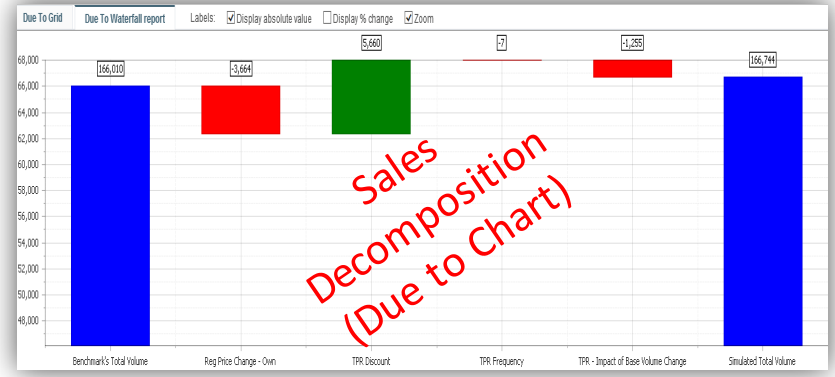


Learnings

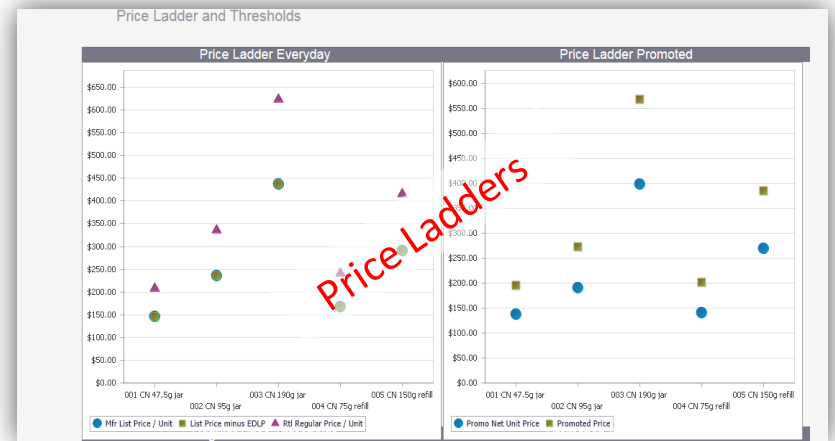
Planning Process



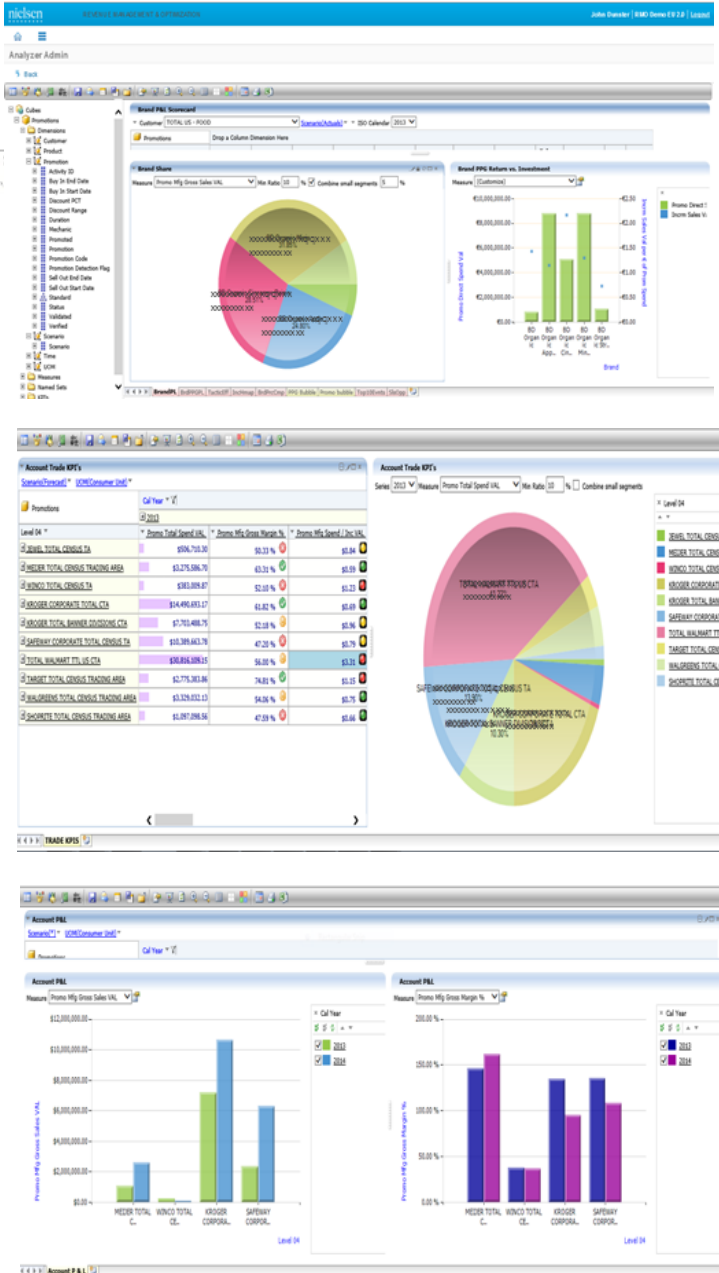
Set Base Volume, Pricing and Promotional Assumptions



Name	Measure		Mfr Profit % - Total	Mfr Profit - Total	Mfr Cost - Total	Sales Units - Non-Promo	Mfr Gross Sales Value - Base	Sales Units - Base	Mfr Gross Sales Value - Total	Sales Units - Total
	Mfr ROI	Mfr Profit %								
Bewleys Gold Granis Std 100 Gm	81.21	40.84%		\$967,631.90	\$1,412,329.00	852,829	\$2,369,068.00	911,180	\$2,369,068.00	911,180
Bewleys Gold Granis Std 200 Gm	554.93	37.25%		\$1,262,943.13	\$2,128,766.90	1,483,449	\$3,385,351.15	1,633,993	\$3,385,351.15	1,633,993
Cadect Mch-Fch-Frez-Drd Std 100 Gm	-303.55	50.09%		\$1,884,090.93	\$1,872,779.30	1,126,261	\$1,511,011.85	1,400,413	\$2,765,909.25	1,535,065
Carte Noire Espresso Expras Std 100 Gm	2,907.63	55.03%		\$837,933.99	\$684,951.75	1,526,332	\$1,522,332.44	436,275	\$1,522,332.44	436,275
Carte Noire Frez-Drd Decaff 100 Gm	-473.31	38.46%		\$174,409.09	\$278,619.00	85,282	\$1,046,332.44	252,141	\$453,389.10	253,290
Carte Noire Frez-Drd Std 100 Gm	0.00	-12.19%		(\$1.20)	(\$1.20)	12	\$9.84	12	\$9.84	12
Cart-Nr-Instnct Frez-Drd Std 100 Gm	276.09	49.93%		\$12,187,316.74	\$12,187,316.74	5,706,789	\$24,493,707.52	5,866,997	\$24,493,707.52	5,866,997
Cart-Nr-Instnct Frez-Drd Std 2 Gm	1,074.79	50.44%		\$1,182,337.71	\$591,168.85	1,623,359.69	\$2,338,481.28	942,936	\$2,343,607.44	945,003
Cart-Nr-Instnct Frez-Drd Std 95 Gm	-193.82	46.36%		\$1,834,165.81	\$1,834,165.81	1,432,871	\$5,939,536.12	2,040,998	\$3,973,442.04	2,040,998
Cart-Nr-Instnct-R/R Frez-Drd Std 160 Gm	-16.51	47.11%		\$699,478.12	\$740,092.64	1,555,668	\$1,333,899.86	1,961,994	\$1,478,053.97	2,142,113
Cart-Nr-Instnct-R/R Frez-Drd Std 80 Gm	-308.95	49.71%		\$9,946.44	\$9,946.44	4,791,555	\$19,034,019.94	4,969,718	\$19,222,498.07	5,018,929
Cart-Nr-R/R Frez-Drd Std 150 Gm	6,870.14	41.53%		\$926,669.61	\$2,245,071.88	781,598	\$697,096.95	783,255	\$697,096.95	783,255
CF Dctd Spd Slctn Frz-Drd Std 100 Gm	287.96	37.20%		\$926,669.61	\$2,245,071.88	1,094,720	\$2,480,889.48	1,164,596	\$2,490,453.51	1,169,227
CFdct Dctd Frz-Drd Doff 100 Gm	41.12	39.40%		\$6,242,197.61	\$6,242,197.61	5,129,059	\$15,091,112.48	6,085,126	\$15,814,503.44	6,387,703
CFdct Mdm Rat Frz-Drd Std 100 Gm	59.66	38.14%		\$5,168,354.44	\$5,168,354.44	5,771,809	\$13,368,705.42	6,618,171	\$13,549,006.58	6,707,429
CFdct Mdm Rat Frz-Drd Std 200 Gm	183.87	50.01%		\$1,245,071.88	\$1,245,071.88	704,292	\$2,338,919.00	850,516	\$2,481,121.50	902,226
Clipper Organic Frez-Drd Decaff 100 Gm	5.01	49.92%		\$9,953.42	\$2,717,878.80	1,432,871	\$4,393,393.53	2,230,149	\$5,099,258.32	2,388,456
Clipper Organic Frez-Drd Decaff 200 Gm	0.16	42.85%		\$120,335.38	\$417,418,55.75	7,727,285	\$55,600,047.76	19,716,329	\$67,264,018.98	23,852,889
Clipper Organic Frez-Drd Std 100 Gm	1,783.41	48.30%		\$259,206.00	\$277,493.16	101,726	\$36,135.84	102,316	\$36,555.04	102,396
Clipper Organic Frez-Drd Std 200 Gm	15.07	40.46%		\$4,237,781.55	\$6,388,953.74	2,571,364	\$9,734,015.45	3,514,085	\$10,471,835.42	3,780,446
Clipper Organic Granis Std 100 Gm	386.97	37.77%		\$956,860.44	\$1,578,726.51	1,146,476	\$2,509,285.05	1,212,215	\$2,533,305.33	1,223,819
Clipper Orgnc Pp Nv Gm Frz-Drd Std 100 Gm	73.60	41.70%		\$2,505,752.29	\$3,522,549.30	1,685,024	\$5,538,890.46	2,224,454	\$6,007,635.45	2,412,705
Clipper-Organic-Frez-Drd Decaff 150 Gm	15.03	38.41%		\$10,189,497.28	\$16,723,534.81	7,413,180	\$24,970,305.15	10,028,235	\$26,523,313.17	10,651,933
Clipper-Organic-Lin-Amen Frz-Drd Std 100 Gm	281.24	42.54%		\$214,824.54	\$290,870.00	114,539	\$50,292.44	115,966	\$50,490.32	116,348



Standard On-going Reportings



Manufacturer Profitability Report

	Standard	Incremental	Promoted
Sales Units	37,133	22,777	59,910
Cases	9,285.0	5,695.0	14,980.0
Avg Price	\$4.23	(\$0.97)	\$3.26
Mfr List Price	\$12.44	\$0.00	\$12.44
Mfr Gross Sales Value	\$115,505.40	\$70,845.80	\$186,351.20
Mfr Net Sales	\$115,505.40	\$24,707.40	\$140,212.80
COGS	\$11,973.96	\$7,344.28	\$19,318.24
Off Invoice:			\$46,138.40
OI		\$46,138.40	\$46,138.40
BB		\$0.00	\$0.00
Scan		\$0.00	\$0.00
Lump Sum		\$0.00	\$0.00
Promo Spend		46,138	46,138
Profit	\$103,531.44	\$17,363.12	\$120,894.56
Margin %	89.63 %	-24.76 %	64.87 %
Mfr Profit %	89.63 %	-3.41 %	86.22 %
Spend Per Inc \$		\$1.87	\$1.87
Trade Rate - % Mfr Incr GSU		\$2.03	\$2.03
Mfr ROI		0.38	0.38

Baseline Data Source
 Report run on 9/15/2015 3:26:26 PM
 Executed by Rebecca Cornley

1 Enhancing CCI's price and promotion strategy capability

- “What if” scenario planning” on Price & Promotion strategies at Category/Brand/Channel
- Fuel to define channel promotional guidelines

Maximizing trade promotion (push) effectiveness across TT Channel

2

- Drive trade promotion (push) effectiveness and efficiency
- Sales planning and Sales plan corrections
- Integrated and aligned with CCI business processes and systems

- Building bottom up planning for each region
- Know what you will have before it
- Take pre-cautions to hit the target

Sales Managers are planning the sales forecasts for next month... They already received Trade Promo Guidelines from RGM team for next month as well as monthly targets split by brands.

To close the gap on planning stage, one of them asks for extra promotion.

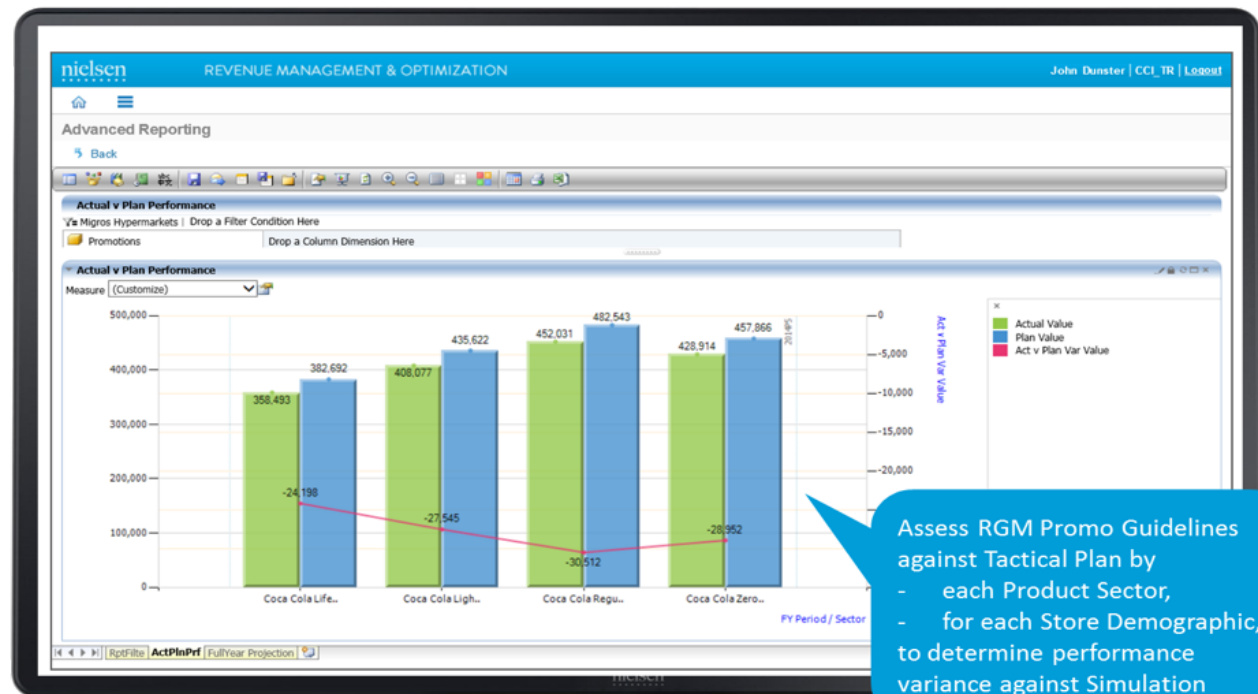
So, critical questions here is: What would be the best extra promotion to maximize the sales outcome?

LEARNING I

MONTHLY TRADE PROMOTION GUIDELINES

Extra Discount for each 500 TL 2%		CC, CCZ 2.5 lt 5 Cases + 1 Case		My Coke IC Extra Discount 3%		SPRITE & FANTA FC 5 Cases + 1 Case	
Coke	11%	C.Zero 2.5	7%	CCL 330	2%	Sprite	4%
Sprite	4%	Coke 2.5	13%	CCZ 330	7%	Fanta	8%
Fanta	8%			CC 330	13%		

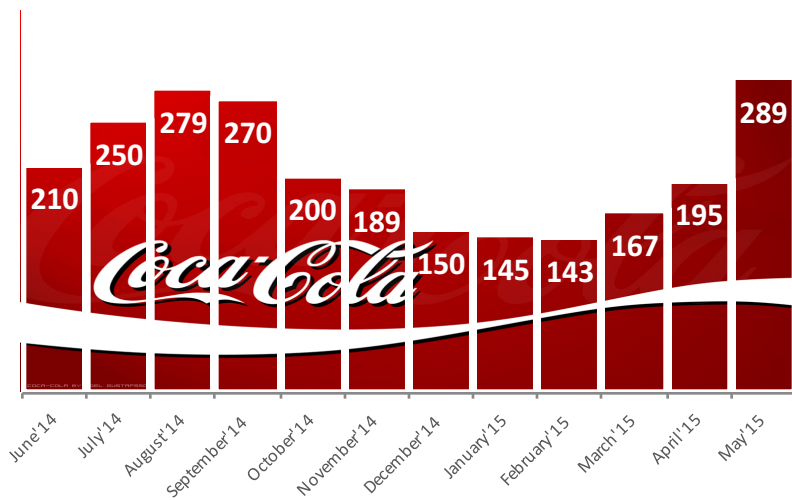
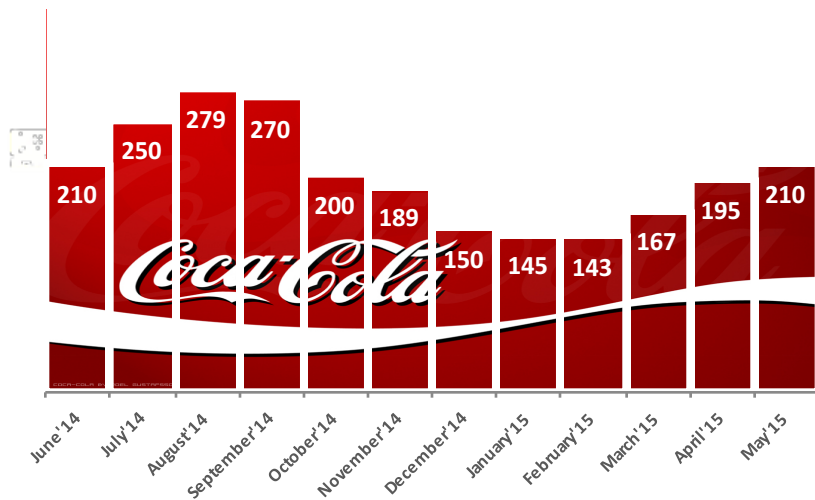
MAY'16	Growth Target vs. 2015
Coke Regular	+3%
Coke Zero	+10%
Coke Light	+2%
Fanta	+5%
Sprite	+12%
Total Volume	+5%
Total Value	+8%



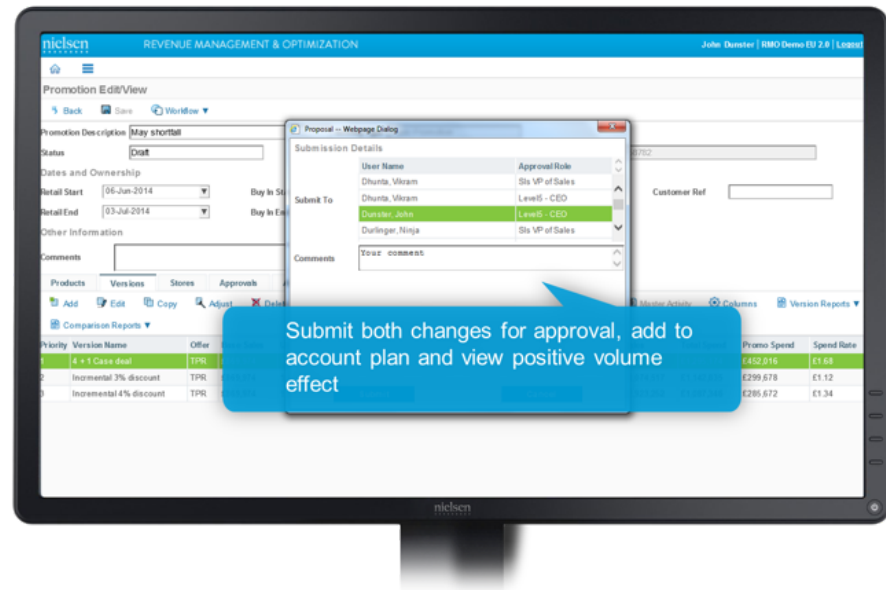
Assess RGM Promo Guidelines against Tactical Plan by

- each Product Sector,
- for each Store Demographic,

to determine performance variance against Simulation



	MAY'15	Growth Target vs. 2014	Predictive Analysis Output
✓	Coke Regular	+3%	+2.9%
✗	Coke Zero	+10%	+7%
✓	Coke Light	+2%	+2%
✗	Fanta	+5%	+3%
✓	Sprite	+12%	+11.5%
Total Volume		+5%	+4.2%
Total Value		+8%	+6.9%



- Top down plans
- Re-optimize plans
To reflect changing conditions.
- Accurate simulations to drive better investment

Category / Brand / Channel plans need to be set to identify the trade spending allocation.

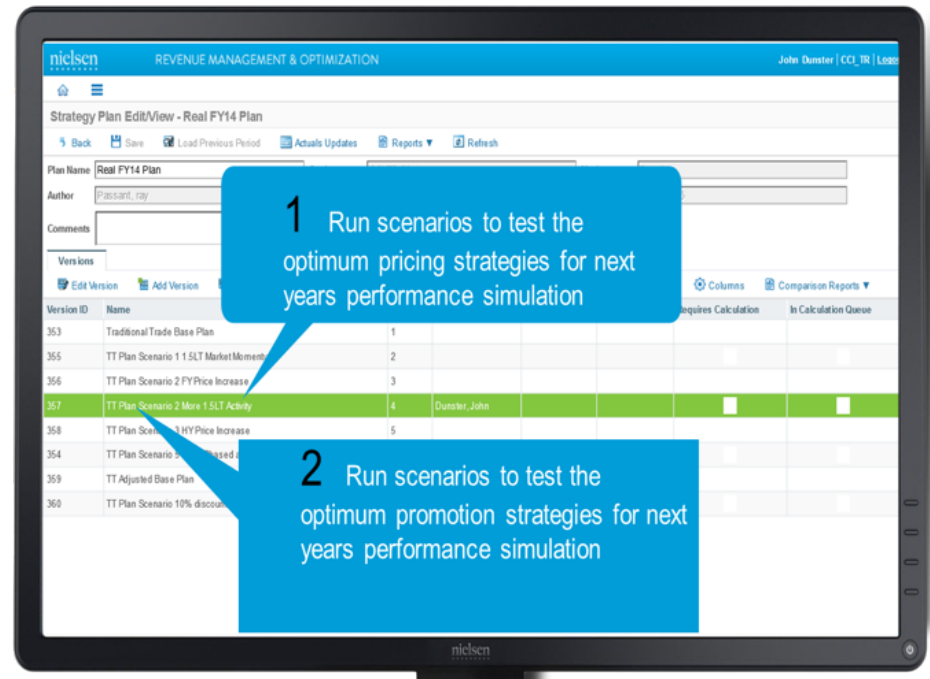
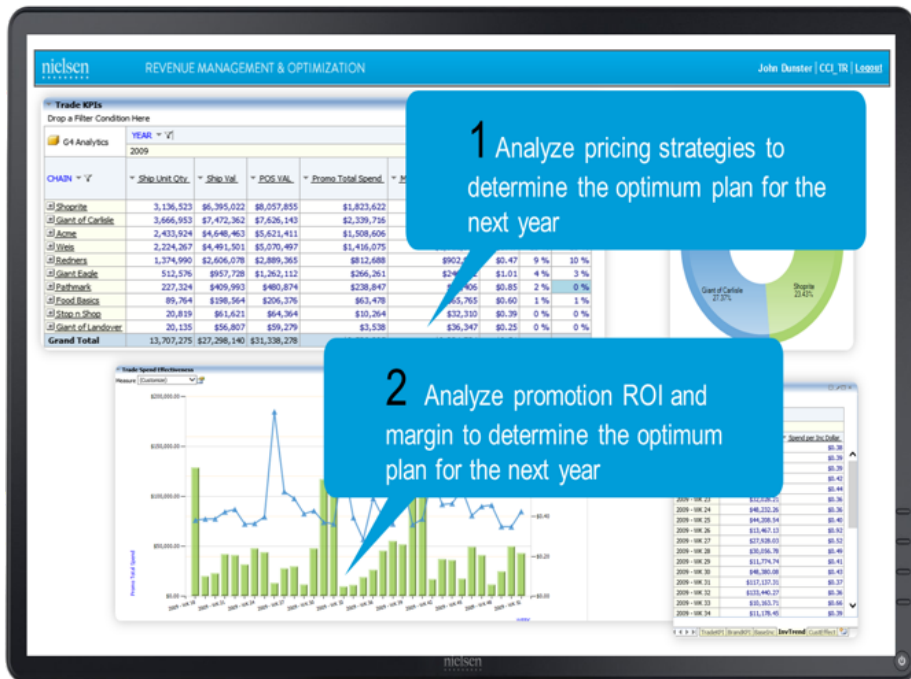
What changes in pricing/promotion strategy can deliver stretch performance?

How can I leverage pricing power to maximize my sales opportunity?

LEARNING II

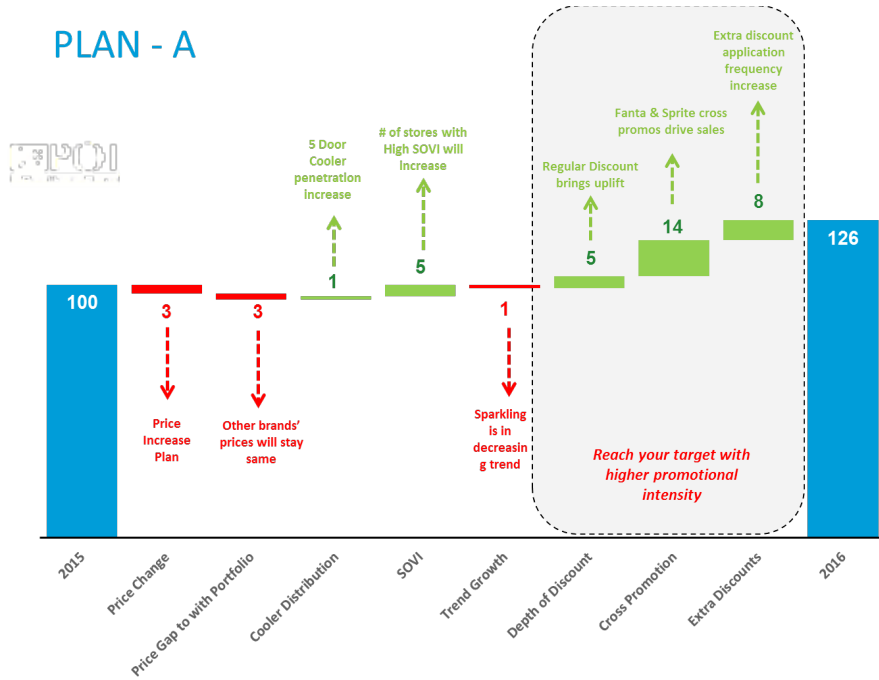
Use ongoing evaluation to plan for the year ahead

Use KPI Executive Summaries to evaluate the optimum scenario plans for Pricing and Promotion strategy at Channel level

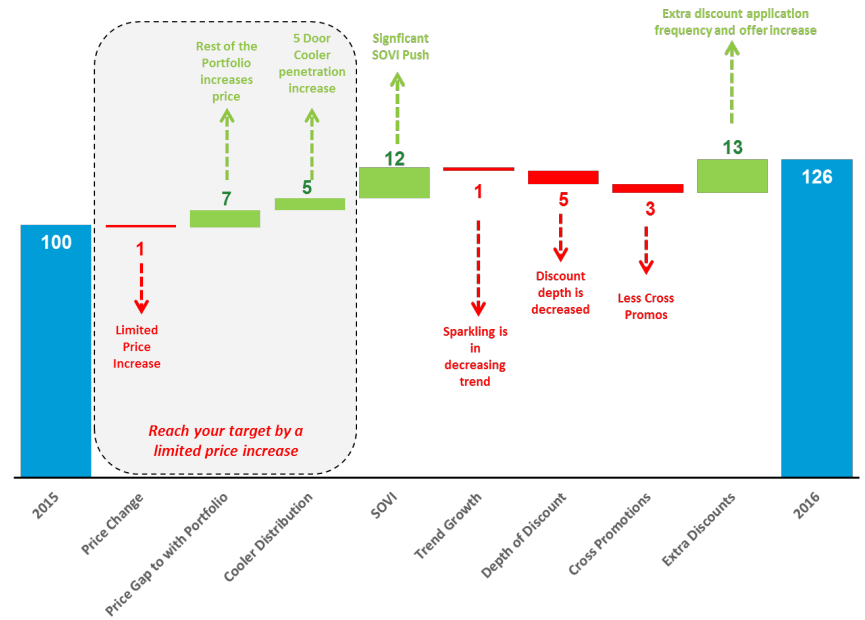


Compare plans to set the true strategy at the beginning of year

PLAN - A



PLAN - B



Alternatives	Volume	Value	Profit	Spend
Plan A				
Plan B				
Plan C				

Meet Criteria → Does Not Meet Criteria

What is Next?

