

# POI European Promotion Optimization Summit

Collaborate Globally and Execute Locally



**Big Data**  
**Pricing TPO**  
**Retail Execution**  
**Mobility TPM**

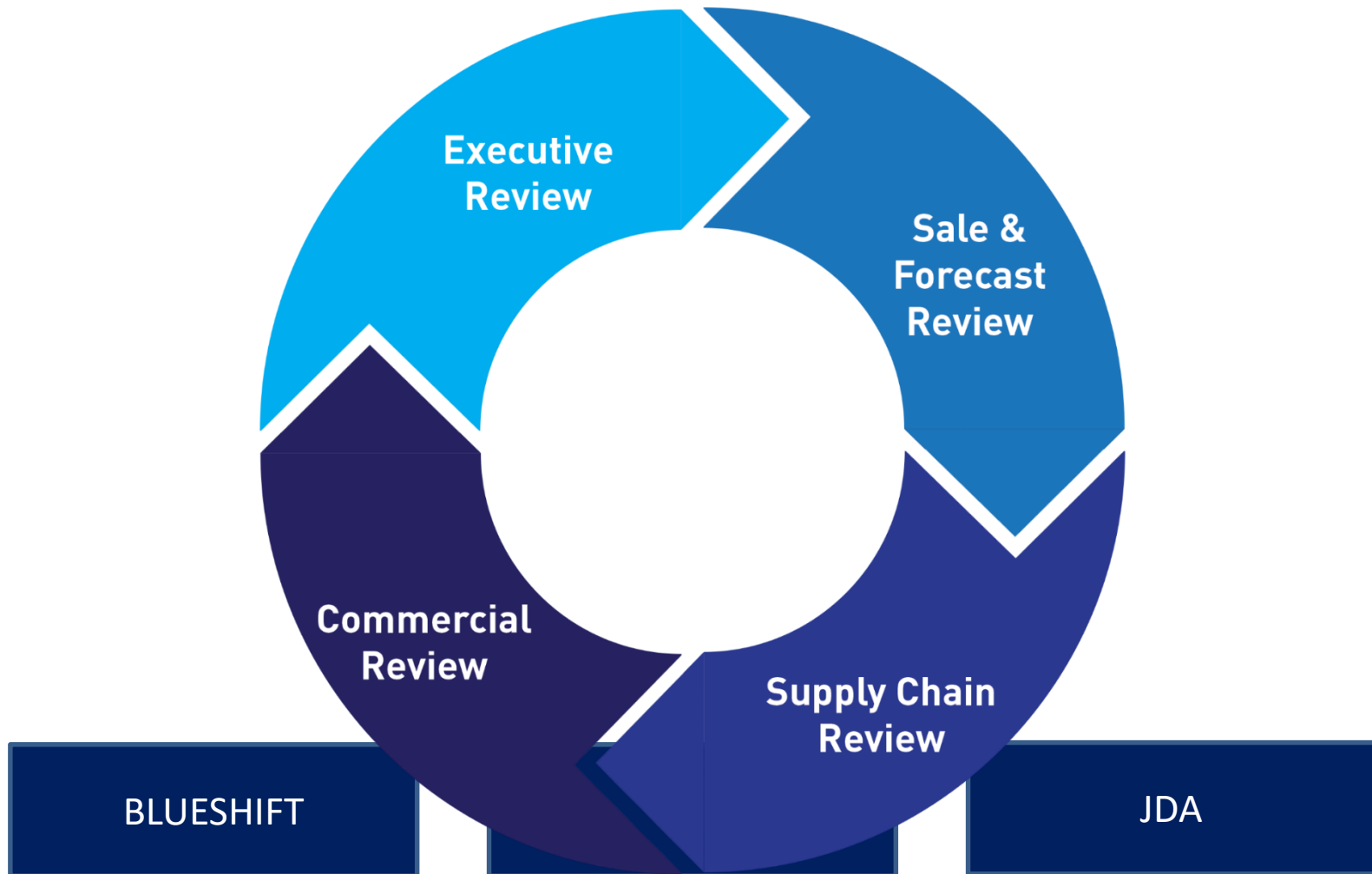
## Deriving Healthy Returns from Integrated Business Planning

**Sanitarium™**  
*health & wellbeing*





# What is IBP?





# Sales & Forecast Review

- Baseline Demand of Existing Products by Customer
- Promotional Program & Performance of Promotions by Customer
- New Product Launches & their Performance by Customer
- Plans and volumes for future New Product Development by Customer
- Category Driven Initiatives
- Lifecycle of products
- Inventory levels at our Customers DC's
- Customer expectations around ordering patterns and delivery profiling





# Supply Chain Review

- Location of Production
- Manufacturing production efficiencies
- Capacity Constraints
- Our Inventory Levels
- Shelf Life of Product
- Minimum Shelf Life Customers require
- Testing and Release times
- Time frame for transport to Customers DC's



# Commercial Review

- Review the Sales & Demand Forecast
- Review the Planning options
- Identify any Supply and Demand gaps or constraints
- Understand the Commercial impact of those gaps (vs Budget)
- Identify any opportunities to close the commercial gaps
- Review Key Metrics



# Executive Review

# Key Benefits

1

Strategic longer term focus

2

Modelling 'What-If' Scenarios

3

Integration of Forecasting & Financials

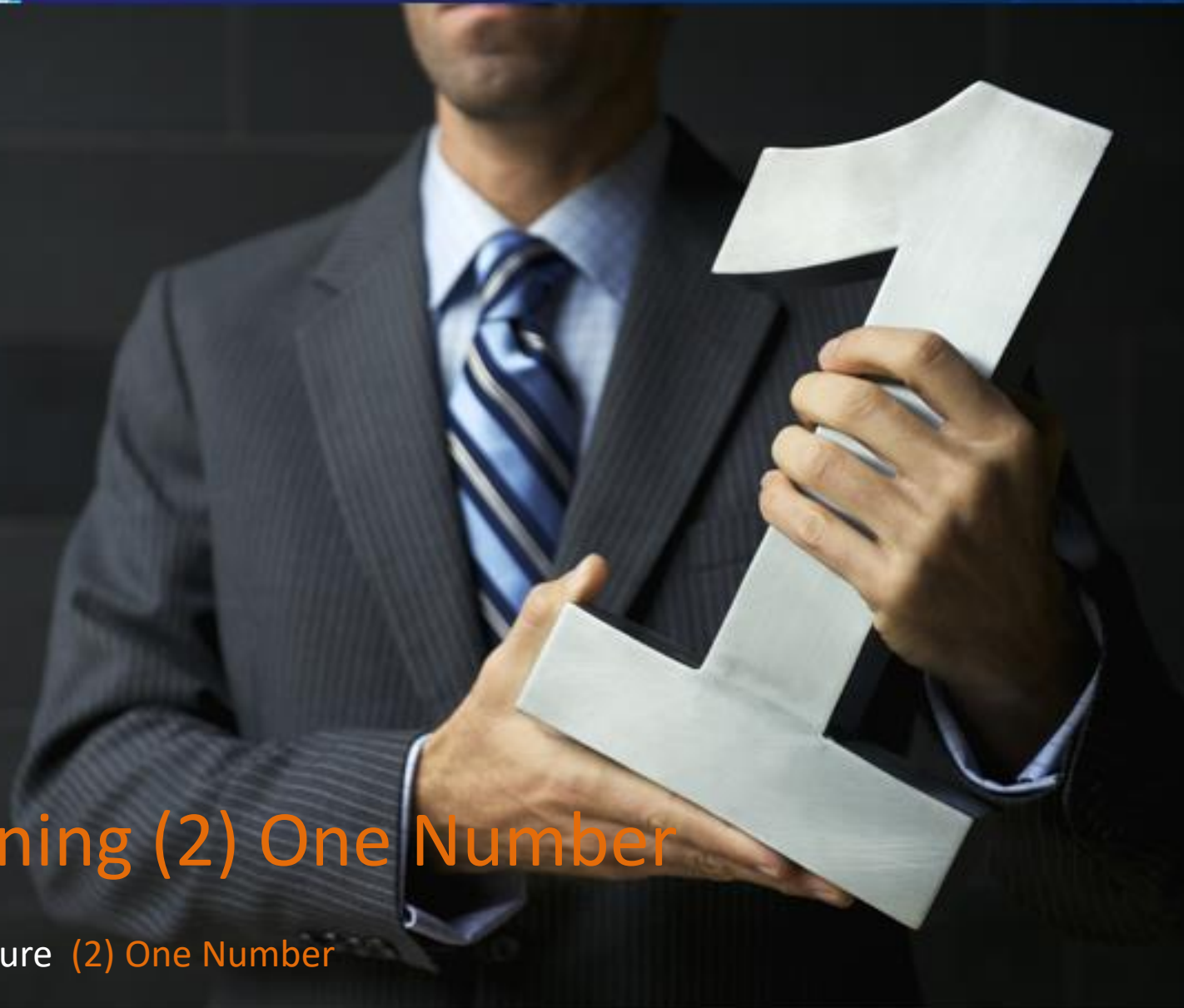
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Continuous Improvement & Optimisation



# Key Learning (1) Monitor and Measure

(1) Monitor and Measure



## Key Learning (2) One Number

(1) Monitor and Measure (2) One Number



**Organizational culture.....** Is a system of shared assumptions, values, and beliefs, which governs how people behave in organizations. These shared values have a strong influence on the people in the organization and dictate how they dress, act, and perform their jobs. Every organization develops and maintains a unique culture, which provides guidelines and boundaries for the behaviour of the members of the organization.

## Key Learning (3) Culture

(1) Monitor and Measure (2) One Number (3) Culture

# Key Learning (4) Horizon

(1) Monitor and Measure (2) One Number (3) Culture (4) Horizon



## Key Learning (5) Participants

(1) Monitor and Measure (2) One Number (3) Culture (4) Horizon (5) Participants

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