

Retail Strategy Partners

Insights. Strategy. Capability. Results.

Firm
Overview

Our Vision

Retail Strategy Partners is a catalyst for creating indispensable partnerships by deeply understanding our client's brands (manufacturer / retailer) and optimizing the role these brands play in delighting their shoppers.

We are experts at:

- Defining and optimizing the intersection between brands, retailers and their shoppers.
- Defining and coordinating the capabilities that magnify the value of this intersection.
- Transforming the organizational mindset (strategies, structure & processes) to balance the relationship between the brands, the retailer and their shoppers.

We transform transactional relationships into indispensable partnerships.

The Challenge

Challenge:

- These organizations interact at an arms length
- However, the truth is they are now imminently interdependent



Consequence:

- Conflicting / competing brand face to the marketplace
- Inconsistent information & direction to the retailer
- Organizational discord & decision paralysis



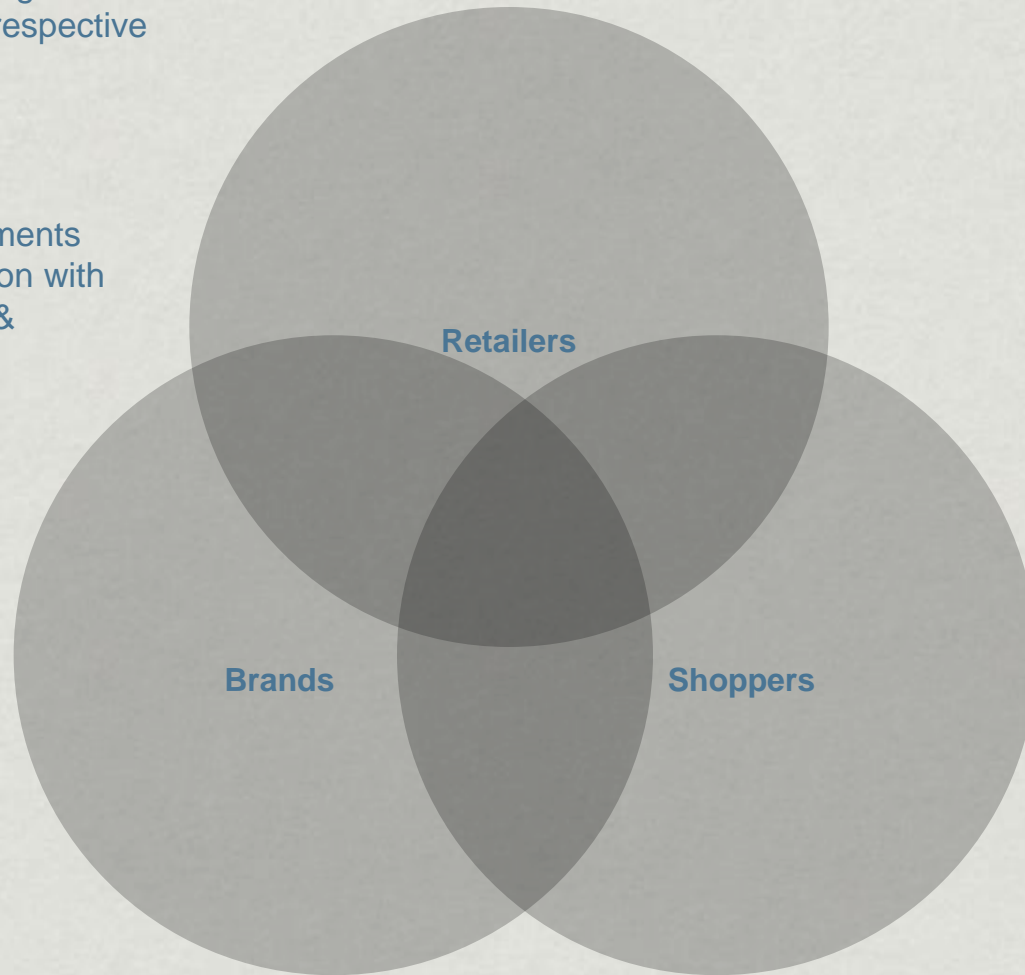
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The Opportunity

Opportunity:

- Building understanding & appreciation for the respective roles
- Creating a common destination
- Coordinating plans, capabilities & investments
- Enabling each function with systems, structures & processes



Clear Commercial Strategy ➡ Consistent Branding ➡ Delighted Shoppers ➡ Indispensable Customer Partnerships

Retail Strategy Partners

Strategic Services Overview



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|--|--|--|---|---|---|
| <ul style="list-style-type: none"> •BRS Intersection Strategy Development •Customer Plan Development •Retail Readiness Capability <ul style="list-style-type: none"> •Category Dynamics •Initiative Reviews •White Space Opportunities • Execution Considerations • Shopper Back Initiative Development | <ul style="list-style-type: none"> •Learning Plan Development •Shopper Segmentation & Targeting •Innovation Pipeline Development •Research Execution <ul style="list-style-type: none"> •Qualitative •Quantitative •Customer Specific Research | <ul style="list-style-type: none"> •Capability Assessment & Benchmarking •Vision & Strategy Development •Marketing Process Development •Training & Capability Development •Account Specific Solutions Development •Shopper Experience Strategy Development | <ul style="list-style-type: none"> •Commercial Strategy Development •Integrated Business Planning Process Development •Commercial Pipeline Development (products, services, initiatives) •Revenue Growth Framework Development •Customer Segmentation & Initiative Prioritization •Organization al Design | <ul style="list-style-type: none"> •Capability Assessment & Benchmarking •Joint Business Planning Enablement •Customer Business Opportunity Identification •Multi-point Account Penetration Strategies •Market Testing & Concept Validation •Customer Engagement Monitoring & Measurement | <ul style="list-style-type: none"> •Field Needs Understanding & Validation •New Product / Program Positioning •Customer Selling Story Development •Pre-Launch, At-Launch Selling Support •Field Training & Skill Development •Post Program Analysis & Improvement |
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Client Experience

- * The Coca-Cola Company
- * Johnson & Johnson
- * MillerCoors
- * Kraft Foods
- * Kellogg
- * Dean Foods
- * Procter & Gamble
- * Hershey's
- * Unilever
- * General Mills
- * Crayola
- * HP
- * Walmart
- * Kroger
- * Safeway
- * Target
- * Walgreens
- * Publix
- * Costco
- * Family Dollar
- * Meijer
- * Home Depot
- * Hilton
- * Harrah's
- * Starwood
- * McDonald's
- * 7-Eleven
- * Speedway
- * Hess
- * Del Taco
- * Taco Bueno
- * Cici's Pizza
- * Cosi
- * Moe's Southwest Grill
- * Schlotzky's
- * Firehouse Subs

RSP Talent Network – Breadth & Depth of Practitioner Experience



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Why RSP?

- **Proven practitioners...**
 - With **broad, deep sales and marketing experience**, working with numerous Fortune 100 manufacturers and retailers across a range of categories and geographies.
 - Who have led and practiced at the manufacturers and retailers **broadly acknowledged as best-in-class in the industry.**
 - With “client side” experience informing **solutions that are innovative, yet grounded in reality** and drive real business results.
 - **The Result:** cutting edge, practical strategies and solutions that fuel break-through business performance.