



**Advantage Report™ aids Collaboration, a Building Block for Business Success for Retailers and Suppliers**

**Advantage**  
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## **Jumbo Supermarkten Became Big in the Netherlands**

Through the acquisitions of Super de Boer and C1000 supermarkets, Jumbo Supermarkten grew to become the second-largest supermarket chain in the Netherlands. This family-owned business, established in 1921 under the Van Eerd Group, now serves approximately three million customers weekly in a nation of 17 million people. Jumbo credits much of its success to a winning combination of the lowest price, the greatest range and the best service.

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“The small Jumbo became big,” Mr. Ed van de Weerd, Commercial Director at Jumbo Supermarkten, begins. As Jumbo grew from a small, regional retailer into a large, national player, the need for collaboration between the newly expanded 400-store retailer and its supplier network intensified. “There was a lot at stake for both parties now,” he emphasizes. And because he started his career with Procter & Gamble, Mr. van de Weerd understands both supplier and retailer perspectives. He elaborates, “Collaborative relationships in retail are crucial. We need each other badly because we serve the same customer at the end of the day.” He continues, “Collaboration is crucial for building both the business of the supplier and the retailer.” Collaboration starts with understanding – what the other party wants, how they feel and think, and how they view collaboration.

He continues, **“Obviously, the Advantage Report™ is a great tool in figuring that out and starting a dialogue with your suppliers [about] getting collaboration to a higher level.”**

## **Advantage Report was a Stable Anchor for Jumbo throughout its Expansion**

How did Advantage Report help the grocer manage rapid expansion? Mr. van de Weerd replies, “The impact of Advantage Report on Jumbo is maybe even bigger than with other retailers, [because of] the situation we were in.” He

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continues, “Throughout the years Advantage Report was a stable anchor point in at least understanding and dealing with our suppliers.”

Getting into specifics, Mr. van de Weerd states, **“We used Advantage Report to track whether we were still building relationships with our suppliers. Sometimes, it warned us that a relationship with a supplier changed dramatically.”**

Advantage flagged the issue, allowed them to understand and create an action plan around it.

### **PepsiCo and Jumbo Join Forces for a Win-Win**

Mr. van de Weerd highlights an example with well-known supplier, PepsiCo. “We had a history of, let’s say, disagreeing all of the time. We did not understand the objectives of PepsiCo and they did not understand our objectives.” A common challenge between retailers and suppliers. He explains that when they aligned and joined forces, what they thought were different objectives were essentially the same – to grow the category. PepsiCo wanted to launch new items to further penetrate the market and Jumbo wanted to ensure that product mix and shelf assortment in stores were attractive to shoppers.

He elaborates on the process, “What we did was start a project and a project team. People started to work together on the same goal and as a result the whole category benefitted.” Mr. van de Weerd continues, “At the end of the day, we grew quite rapidly and we have success in that field still until today. [It is] a great example of where we basically joined forces, shared objectives and worked collaboratively together.”

### **Real Numbers – Category Growth Doubles Market Growth**

What were the results? He replies, “It’s always a little bit difficult to share real numbers because you can imagine that they are confidential. But I can share with you that our growth of that category was double the market growth.” Mr. van de

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Weerd states, “[There are] not many categories that grow double the market, but this category did.” He concludes, “[It is] a great way of working together, making it a win-win.”

## Data that drives Better Business Performance for the World’s Leading FMCGs

Advantage clients are the leading fast-moving consumer goods companies around the world and the retail organizations that they supply. We are a trusted advisor to these clients in over 40 countries.

We help industry leaders better manage critical commercial relationships through a robust globally-standardised, industry-specific system of measures.

Our Advantage Report™ captures all the key ‘soft’ attributes that go unmeasured through traditional business metrics, supported by comprehensive and in-depth qualitative feedback into why retailers and suppliers feel the ways they do. These powerful insights then help our clients improve their business relationships and achieve commercial success.

To learn more about Advantage Report™ visit: <https://www.advantagegroup.com>