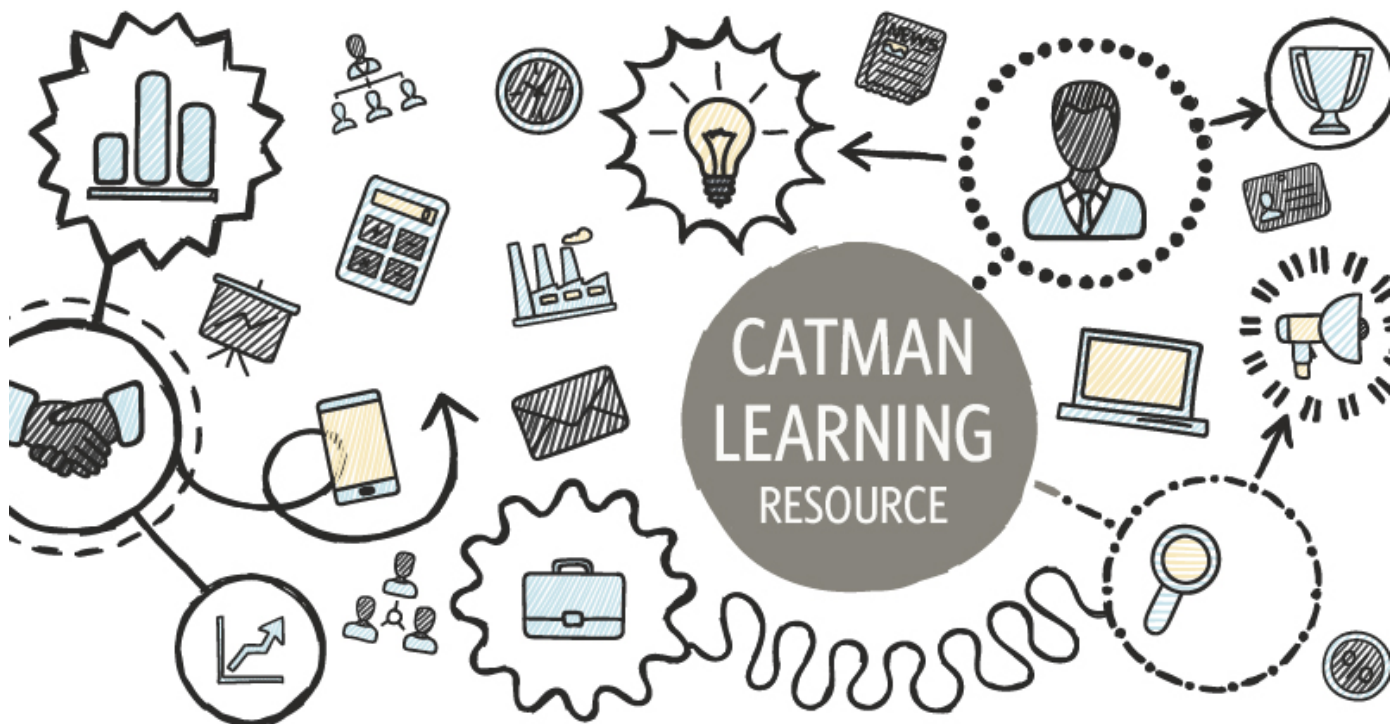


# Identify Mutual Areas of Interest between Retailers & Suppliers

*The first step towards a collaborative relationship is for the retailer to have a well-articulated retailer strategy, and for the supplier (manufacturer) to understand the retailer's overall strategies, thereby understanding what it is that they are trying to accomplish.*



*Once a supplier understands the retailer's overall strategy, there is an opportunity to identify areas of mutual interest for the retailer and supplier. There are a wide range of processes that can be improved by more collaborative retailer-supplier relationships.*

**Here are 3 examples:**

**Link Supplier Shopper Insights**

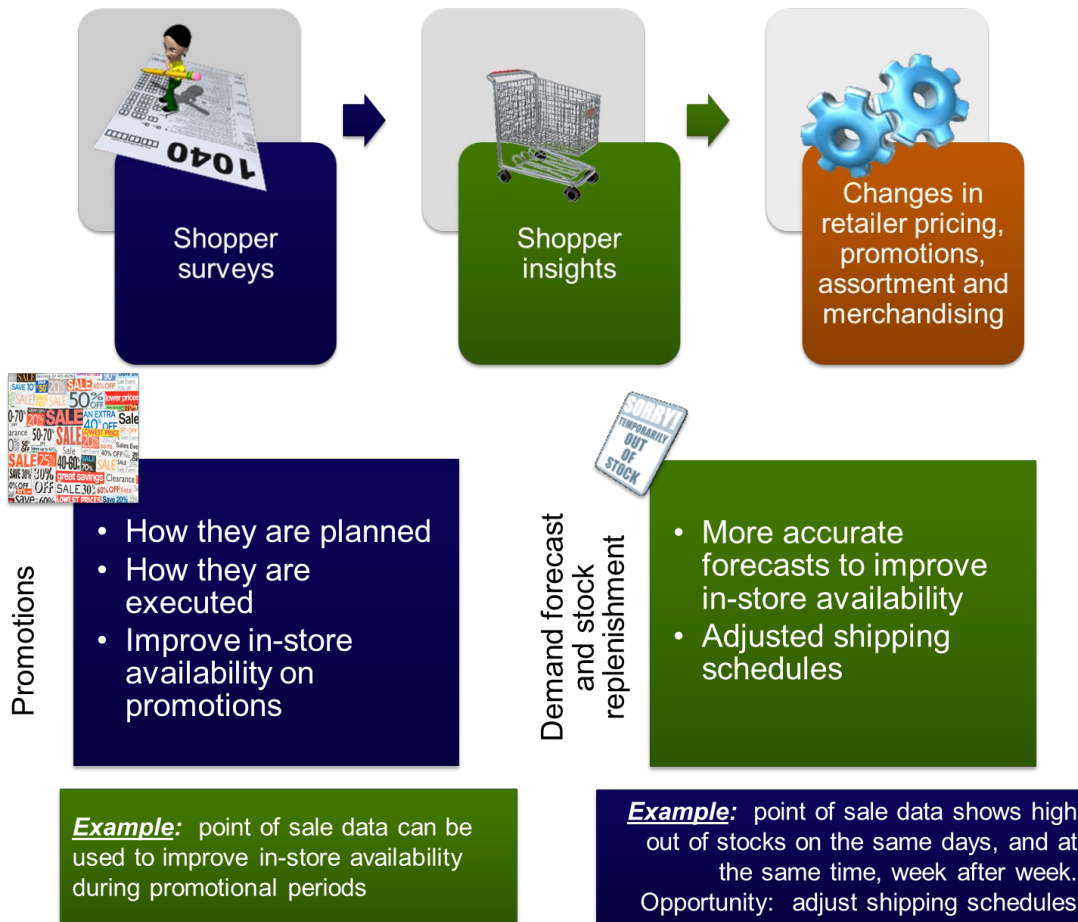
Surveys can be run in-store, with specific questions related to the category. These results, coupled with any shopper insights information that suppliers have related to the questions, can strategically guide changes in tactics which focus on the shopper.

**Plan and execute promotions**

POS data can be used to improve in-store availability during promotional periods based on a retailer's overall in-stock objectives.


**Demand Planning**

POS data may show out of stock levels that are most common at the same time week after week. Suppliers may subsequently come up with more effective ways to supply product through adjusting shipping schedules.



Want to learn more? Consider this online training:

 *Collaborative Business Planning, CMA-Certified Coursework*

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