

Adding new Brands or Products

This guide shows you what to do if you add products or brands to your product portfolio.



Adding Brands or Productions to your Products Portfolio either by launching new products or acquiring a new brand we recommend the following these steps:

1. Creating new products in effectmanager
2. Making sure the new products are in your POS data when acquiring new brands or products
3. Re-uploading historical data when acquiring new brands or products

1. Creating new products in effectmanager

Create the new products in effectmanager to have your POS data enriched with your own categorization or to use the products to plan promotions.

Creating Products

[See here how to create new products manually](#)

[See here how to create new products using an Excel-file](#)

If you have the trade promotion module in effectmanager, add Retail Chains and Prices to your products to have the promotions finance calculated correctly.

Adding Retail Chains

[See here how to add Retail Chains manually](#)

[See here how to add Retail Chains using an Excel-file](#)

Adding Prices

[See here how to add Prices manually](#)

[See here how to add Prices using an Excel-file](#)

2. Checking Products are moved to your Supplier Number

Before re-uploading historical data - you need to make sure that your newly acquired products are moved to your supplier number with the Wholesaler.

3. Re-uploading historical data after step 2 is confirmed.

When you have confirmed that all new products and brands are moved to your supplier number with the wholesalers you receive POS data from you can start downloading and re-uploading new files with historical data.

Please find our recommendations for each wholesaler below.

Denmark	Norway	Sweden	Finland
BFI Dagrofa Coop Denmark Circle K Løvbjerg Matas OK Plus Salling Group Q8	Coop Norway Rema1000	Axfood Bergendahls Clas Ohlson Coop Sweden ICA Salling Group	Kesko SOK Tokmanni