

Case4Change

Fact page for "The Taste Company" in "Emergia" - a fictitious, globally successful Ice-cream manufacturer that serves as an illustrative example

Channel-review vs previous year (PY)

	# outlets	% \$ industry	\$ industry	TTC channel	\$ TTC	TTC \$	TTC \$ share	TTC % serviced	TTC # serviced	% Forward	% stores with	Delivery	# TTC sales	Role of	retail margin/ liter	TTC #1 competitor	TTC #1 competitor	TTC #1 competitor
		growth	Full year	contribution	full year	g/r vs PY		outlets	outlets	stock	TTC coolers		people	sales people	(Trad groc = 100)	\$ share	Pricing (TTC = 100)	Brand preference vs. TTC
trad grocery	30.000	3,0	350	70 %	60	2,5	17 %	70	21.000	12	20	DSD & WHS	50	person, all roles	100			
Modern trade	10.000	5,0	50	10 %	10	5,0	20 %	100	10.000	22	10	DSD (direct)	5	key account mngt	90			
on Premise	30.000	5,0	100	20 %	30	5,0	30 %	50	15.000	30	30	WHS	5	wholesale mngrs	10% vs. MT consumer price			
total Emergia	70.000	4,0	500	100 %	100	3,0	20 %	65	46.000									

Shopper profiles (across all channels)

TTC 3 year targets from headquarter, key comp. benchmark

TTC: brand, pack sizes and price points

	population	mix (in %)	preferred channel		target 3 yrs	annual growth rate	Chng vs. #1 compet. (in % pts, past 2 yrs)		brand	flavor	pack size	pack- role	Index: velocity where listed (\$/yr)
high income	2,5	5	modern trade	\$ share	25 %	1,5 %	-2						
middle class	25	50	modern trade & trad groc	\$ growth rate		7 %	-2	"Excellence"	choco	50ml	upgrade	80	
low	17,5	35	trad groc	Volume growth rate		5 %	-4			500ml	value	105	
poverty	5	10	trad groc							1l	value	90	
total Emergia	50	100							vanilla	50ml	upgrade	80	
										500ml	value	105	

Strategic Growth Initiatives (SGO) traditional grocery channel

Consumption profiles

#1 SGO	purchase incidence		Consumption occasion		"Daily"	choco	60ml	upgrade	105
#2 SGO	Increase transaction with current users		#1 immediate craving				1l	value	110
TTC 3 yr strategies			#2 Watching TV						
#1	increase vertical availability for key SKU		#3 Meals at home			vanilla	60ml	upgrade	105
#2	Accuracy: improve segmented assortment/pricing						1l	value	110