Master Core Process 1 of 2 HBC

Competitor Research

Consumer Research

Market Research

Category Analysis

Strategic Plan

R&D / Product Development / Product Acquisition

Brand / Product Development / New Item Budget

Promotion Calendar

Fixture / Display (if applicable)

Packaging

Marketing Plan (must be strong to convince Retailer to take risk)
- **Advertising National / Local**
- **Displays / Fixtures**
- **Coupons**
- **Trade Funds (off invoice amounts, events, etc.)**

Decide Which Retailers to Expand in

Trade Funds Budget, By Retailer, By Season

Merchandising Services Budget

Create Strategy for Each:
- **Brand**
- **Retailer**
- **Geography**
- **Time**
- **Packaging**
- **Price**

Promotion Specifics / Action Plan By Retailer
- Price
- Display
- Advertising

Sales Support Materials for Headquarter Calls
- Presentations
- Analysis
- Sales Sheets
- Sample Products
- Sample Fixtures
- ROI Calculators
- Proposals

Planogram Agreement with Retailer

Slotting Fee Negotiation

Headquarter Calls on Retailers

Headquarter Calls on Wholesalers - Calling on Sub-units

Retailer Places Order

Price List Add / Drop / Changed In Retailer's System

Broker Management

Product Shipped

Resolve Delivery Problems

e.g. More soap used in Summer

e.g. Water Hard in Colorado, Product does not perform well there

e.g. Dollar Stores require Smaller Package with Lower Price

e.g. Decision to Promote Large Band-Aids during Summer

e.g. People are more likely to buy large Band-Aids in Summer at Drugstores

e.g. Everyday Low Price Reduction at Wal*Mart, Sustained for Six Months

e.g. Target, Local Ad Flyer Plus National Ad