



4C RETAIL

www.4cassociates.com/retail

AT 4C, WE THRIVE ON VARIETY, LOVE A CHALLENGE AND ARE PASSIONATE ABOUT HELPING OUR CLIENTS FIX THEIR PROBLEMS. OUR RETAIL TEAM COMBINE THEIR EXTENSIVE KNOWLEDGE AND BOARD LEVEL EXPERIENCE WITH THE LATEST PROCESS AND TECHNOLOGY INNOVATIONS TO PROVIDE OUR CLIENTS WITH TRANSFORMATIVE SOLUTIONS AND SUSTAINABLE COMMERCIAL OUTCOMES.

WE HELP BUSINESSES DRIVE COMMERCIAL PERFORMANCE AND MARGIN IMPROVEMENT

RETAIL TREND	COMMERCIAL IMPACT	HOW DO WE HELP?	WHY ARE WE DIFFERENT?
Managing cost & margin pressures	<ul style="list-style-type: none"> Inflation pressure impacting expectation on product and cost control. Increasing competition putting sales and margins under pressure 	<ul style="list-style-type: none"> End-to-end Cost to Serve programmes GFR cost control & benchmarking programmes. Strategic supply base evaluation Data-driven range strategy and margin management 	<p>CLEAR WAYS OF WORKING</p> <p>CONSISTENT PROGRESS REPORTING</p> <p>QUANTIFIABLE COST AND MARGIN RESULTS</p> <p>INDEPENDENT CATEGORY VIEW</p> <p>INNOVATIVE APPROACHES TO CHALLENGES</p> <p>WE ARE PRACTITIONERS, NOT JUST CONSULTANTS</p> <p>CROSS-FUNCTIONAL ALIGNMENT</p> <p>FLEXIBLE FEE STRUCTURES LINKED TO PERFORMANCE</p>
Changing customer expectations	<ul style="list-style-type: none"> Multi-channel suitability not aligned to customer needs to support sales Rising operational costs not being managed in operating model design 	<ul style="list-style-type: none"> Operating model design integrating product / channel proposition GNFR cost control and supplier management programmes 	
Adoption of technology	<ul style="list-style-type: none"> Failure to access and utilise available data sets results in 'gut feel' decision making Insight generation based on historical methods rather than trends and customer feedback 	<ul style="list-style-type: none"> Always-on procurement technology connecting data sets to provide visibility and enable insight-driven, data-led decision making Insight as a Service 	
Increasing supply chain efficiency	<ul style="list-style-type: none"> End-to-end supply chain process inefficiencies impacting speed to market and increasing cost to serve Inadequate forecasting processes impacting stock turn and exit performance 	<ul style="list-style-type: none"> Lean-inspired category management process efficiency programmes to minimise waste in the end-to-end process Supplier performance programmes to drive agility into supply chains 	
Embedding sustainability	<ul style="list-style-type: none"> Lack of supply chain transparency from raw material to disposal Expectations on packaging sustainability adding cost and process challenges 	<ul style="list-style-type: none"> Packaging optimisation programmes Material & ingredient traceability analysis 	

EVERY TIME WE WORK WITH A RETAILER, WE CONSIDER THE 3C'S: CUSTOMER, COST AND CULTURE



CUSTOMER

When it comes to your products and how you engage with customers, we bring a new and innovative way of looking at your data and insight. Being customer-centric is at the core of everything we do.



COST

We will show you how to manage cost and margin in new ways to drive better results for your business. In today's challenging market, success is determined by proactive players who seize all opportunities – no matter their size or complexity.



CULTURE

Your most critical assets are your people. We know how important it is to win hearts and minds, and we will help you make impactful change and empower your teams. Sustainable success depends on having an engaged and agile organisation.

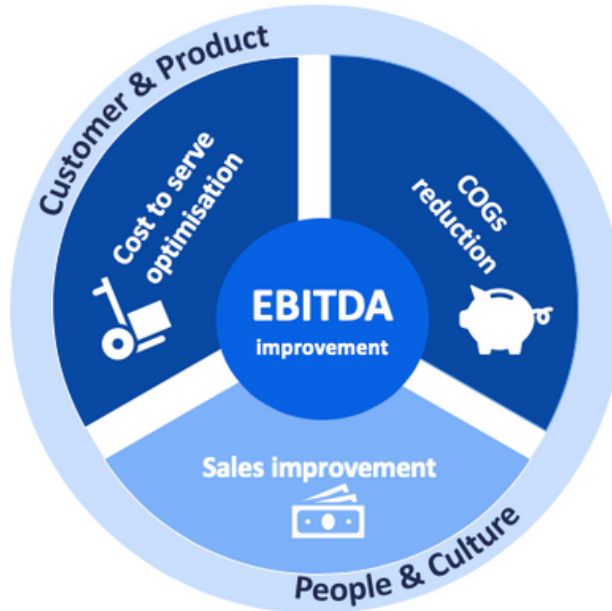
WHAT DO OUR CLIENTS SEE WHEN WORKING WITH US

PROGRESSIVE

We are a forward-thinking company, always ready to adopt fresh ideas and new technologies if they can enhance our ability to deliver real results. Our open-mindedness extends to how we partner with each client, giving us a flexibility that ensures our solutions always meet the specific business needs.

KNOWLEDGEABLE

Our teams of industry experts and seasoned retail practitioners work together to provide clients with levels of knowledge and insight they rarely have in-house. This depth of practical experience means we know when to apply tried-and-tested solutions and when it's time to challenge convention.



RESPONSIVE

We take a personal approach to each client relationship that allows us to really hear what the business needs and understand exactly how to tailor our approach and solutions. We move fast while remaining agile so we can respond to feedback, new ideas and changing circumstances.

COLLABORATIVE

Our aim is to develop true partnerships with our clients and work closely together to grow the business. Collaboration is also key to the effectiveness of our internal teams, whether that means coming together to resolve client issues quickly or collaborating to achieve our individual, team and company goals.

WE WORK ACROSS RETAIL, AND HAVE DEDICATED WORK STREAMS IN THE FOLLOWING SECTORS

GENERAL MERCHANDISING



"We have been very impressed with the depth of rigour, knowledge and analytics which 4C have brought to transform our ways of working across both GFR and GNFR procurement. The savings delivered have helped us fund this transformation which now means we can continue to deliver without external support." **Ivo Vliegen, CFO**

FASHION



"Hunkemöller hired 4C to run a cost reduction programme and we are very impressed with the results. 4C developed and sustained good programme momentum. Their communication and reporting throughout the engagement has been impressive. Along with delivering savings, 4C has helped build procurement competency in our staff and helped in promoting a culture of cost leadership throughout organisation." **Ron Hemmer, CFO**

DIY



"4C has proven to be a true partner during a 12 month trajectory of identifying and securing synergies in non-direct procurement categories" **Arjan Kaaks, Group CFO**

GROCERY



"4C proved an invaluable resource for us and delivered high quality category planning, analysis and project management skills to the Brakes Team. 4C led from the front, were enthusiastic and energetic and played a key role in shedding light on an important part of our business. I would not hesitate to recommend 4C." **Ian Goldsmith, Group COO**



4C Associates is a dynamic, fast-growing and diverse procurement consultancy. Our international presence, combined with our fresh approach and deep expertise in providing tailored solutions enables our clients to meet their strategic goals, ranging from rapid profit improvement to long term business transformation. We have over 19 years' of experience working across multiple industries and geographies with clients ranging from medium sized enterprises to global 500 corporations.

Our core focus on consultancy, cost reduction and managed services is strongly reinforced by our Insight-As-A-Service capability. This 4C proprietary technology automates data analysis through AI and machine learning tools and allows our in-house specialists to deliver increased value more quickly for our clients. We are innovative in our approach and always bring genuinely new insight and thought leadership to every engagement.



JEREMY SMITH, MANAGING PARTNER AND HEAD OF RETAIL PRACTICE

Jeremy is a partner with 4C Associates based out of the London office and leads the firms Retail practice.

Jeremy has more than 20 years management consultancy experience working with CFOs, Commercial Directors and Procurement Directors to deliver transformation and margin improvement.

Since joining 4C in 2011 he has worked across a wide range of industries including Retail, Private Equity, Consumer Products, Manufacturing and the Public Sector. His projects have covered operating model re-design, process transformation, capability development, margin enhancement, cost reduction and operational improvement.

Please contact Jeremy for more information on how we help our clients fix their problems by combining 4Cs extensive knowledge and board level experience with the latest process and technology innovation.

+44 7799 037820
jeremy.smith@4cassociates.com

