



PROBLEM

This small, niche manufacturer was challenged by a large top-tier retailer to begin a program they had little experience with in order to gain shelf space and additional product recognition.



HOW REPOSITRAK SOLVED IT

Scan-based Trading

We provided business process and technical support that took the intimidation factor out of participating in an SBT program for this supplier's sales team. We collect delivery information from the supplier, point of sale data from the retailer, maintain a perpetual inventory and provide shrink metric analysis and support.

MarketPlace

Because the supplier was already engaged in SBT, sharing their product catalog with the retailer was easy. The retail buying team was able to quickly view, curate and decide on products they wished to make available for their individual store managers to order.

MarketPlace Store Ordering

Selected items were made eligible to order from the retailer's privately curated digital catalog. The retailer's corporate category management team controlled the ordering guidelines enabling individual store managers to make ordering decisions based on local product desires.



RESULTS

- 100% incremental sales through a new channel
- Significantly exceeded forecast
- Potential to introduce additional SKUs to additional retailers using MarketPlace

QUESTIONS?

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