

88 Retailer & Supplier Tradeables

Retailer Tradeables:

1. Store distribution
2. Shelf space
3. Premium space positioning
4. OFD's
5. FOS
6. Category champion
7. Head Office sampling
8. Instore sampling
9. Instore TV
10. Customer leaflets
11. Couponing
12. Website first in search
13. Website branded pages
14. Cross merchandising
15. Cost point increase
16. Payment terms
17. Sales out data
18. Shopper insight data
19. Till-point sitting
20. Top to top access
21. Removal of competitor brands
22. Removal of own brand equivalents
23. Promotional gondolas
24. Category signage
25. POS
26. Branded feature on their ATL activity
27. Volume growth
28. PSF listing
29. Car park events
30. Exterior signage advertising
31. Staff endorsement
32. Technical support
33. Stock buys
34. Backhauling
35. Recipe development
36. Exclusive trade briefings
37. Drop and drive
38. Fixed orders
39. Quicker orders
40. EDI
41. Invoice factoring
42. Product safety support
43. Variable weight cases
44. Allocations

Supplier Tradeables:

1. Cost price reduction
2. Volume base discounts
3. Exclusive recipe/brand
4. Meeting spaces
5. Promotional investment
6. Credit terms
7. Sampling
8. Dedicated account team
9. Category insight
10. Field sales support
11. Exclusive promotions
12. Smaller case sizes
13. Non comparative products
14. Tagged TV advertising
15. Competitions and giveaways
16. Corporate event sponsorship
17. Implants
18. Category or industry 'gossip'
19. Social media support
20. Market data
21. Project resource
22. Extended shelf life
23. Smaller order sizes
24. Stickered/branded packs
25. Own brand
26. Taste comparisons vs. competitors
27. Pricing surveys (*subject to competition law*)
28. Innovation summits
29. Sub managing smaller suppliers
30. Planogram support
31. Merchandising and ranging advice
32. Shopper focus groups
33. Payment queries
34. Tagged press advertising
35. Tagged billboard advertising
36. Staff training
37. Quality assurance schemes
38. Admin support
39. Display units
40. Shippers
41. Direct to floor pallet units
42. Tray washing
43. CSR accreditation
44. Free stock

