

# Project summary: FMCG Battery Brand

## **Problem:**

Leading Brand of retail & professional batteries

Increasing pressure from buying groups and sophisticated buying agents to increase discounts and incentives

Several retailers threatened removing product from shelves without an increase in discounts and incentives

## **Approach:**

Performed a full Net Price Analysis on each of Brand's SKUs

Outliers were identified as well as critical accounts requiring discounting adjustments

In an effort to better understand brand equity, brand loyalty and price elasticity a Discrete Choice Modeling Study was completed

An excel model was developed and provided to Company

A thorough analysis was conducted which concluded strong brand loyalty with relatively low levels of elasticity

Client now had quantitative data demonstrating that removing their products off of retail shelves would also negatively impact the retailer as brand loyal users would not be willing to substitute client with alternative brands

Combining the data from the Net Price Analysis with the Discrete Choice Modeling

Strategies were created and implemented to move customers below the average margin line upwards

Implementation and communication strategies were created with input from the sales team

## **Impact:**

One year after implementation client increased their yearly margin by 11 million while maintaining neutral market share and revenue