

Consumer Products Case Study

PROJECT OVERVIEW

CLARKSTON
CONSULTING

TPM Vendor Selection for a Beverage Manufacturer

This client roasts and distributes coffee, tea, and related products within the US. The organization serves grocery stores, convenience stores, office accounts, restaurants, and hotels, as well as offering their products online.

Today, the company has grown to become the largest family-owned and operated retail coffee brand in America. The client is on a growth journey that will be fueled by more effectively competing in their various sales channels with improved management and optimization of their trade spend. To achieve this, the client engaged Clarkston to evaluate the organization's needs and perform vendor selection for a trade promotion tool. In this effort Clarkston leveraged our proprietary TPM Vendor Selection Toolkit, an asset built by our Sales & Marketing Community, to manage the selection and negotiation of a right-size, right-fit TPM system.

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INDUSTRY:



Food & Beverage

PRODUCTS AND SERVICES:



Roast and distributes coffees,
teas, and related products

PRIMARY OBJECTIVES:

- Upgrade the company's technology systems to not only fit the needs of today, but the needs of the national brand in the future
- Improve deal toolkits for sales teams beyond existing local spreadsheets forwarded to finance for processing
- Alleviate burden of deal administration and file coordination for the organization
- Drive improved management of spend and sustainable growth through optimization of the organization with a trade system upgrade
- Remove the guesswork from deal analysis with real time sales analytics methods and platform functionality insurance seamlessly across the company's DSD network and broker partners

RESOLUTION:

- Streamlined an exhaustive approach to vendor selection leveraging Clarkston's TPM toolkit
- Each software solution was analyzed against a functional requirement survey with 200 specific system capabilities across retail and foodservice
- Vendors were presented with an RFP containing the client's current state and future state processes and systems
- Structured analysis of all RFPs across six key areas: functional fit, technical fit, cost, implementation, vendor viability, and 'other'
- Management of in-person vendor demonstrations, including development of demonstration script and participant survey
- Facilitated final vendor selection meeting

KEY BENEFITS:

- Identified six potential TPM vendors and managed four proposal responses
- Analyzed four proposals across six key areas and facilitated down select discussions
- Created a scope of requirements that allowed for an accurate estimate for the full work effort
- Selected a TPM vendor that met both current and future needs

04

**Analyzed four
vendor submissions
across 200 separate
business
requirements across
3 business units.**

