



HYPERTRADE Consulting

Company Profile

We turn insights into a retail selling proposition



A close-up photograph of a green and silver pen resting on a document. The document features a candlestick chart with blue bars and a green trend line, and a bar chart with black bars. The text is overlaid on the document.

What are your
In-Store
criteria for success ?

You

You are a retailer.

You are a well-established international player or local retailer. Still, you might have unanswered questions that are at the core of your business strategy, such as:

- > How can you grow the retail competencies of your teams?
- > Who speaks your language and can help you drive your competencies?
- > How can you improve the efficiency of your operations?
- > How can you optimise your commercial communications?

You are a brand.

Your brand has a large local or international market share. Still, you might have unanswered questions that are at the core of your business strategy, such as:

- > How can you drive effective distribution, store compliance, and in-store brand activation – as well as profitability?
- > How can you grow your sales efficiency?
- > What can you do to accelerate the retail capabilities development of your teams?
- > How can you increase the perception of value you bring to your customers?
- > How can you better understand your customers' businesses and reinforce your business fit with them?



Us

Hypertrade is a niche in-store research firm that specialises in the Asian retail industry. We turn store insights into a retail-selling proposition.

We help answer tough questions that are at the core of your sales and distribution strategies.

It all starts and ends in the store.

We provide access, diagnostics and measurements in traditional trade and retail stores to help our customers:

- > Drive in-store brand performance
- > Increase sales efficiency

Services

With our three business units, Hypertrade provides three different perspectives on the in-store shopping experience.

Retail Insights: Turning retail insights into a retail-selling proposition by leveraging our expertise in sales and account management, business planning and store operations

The focus: **People**

GoTo Market Insights: Turning brochure insights into a retail-selling proposition by analysing retailers and brands' promotion strategies, promotion prices and mechanics, share of voice, promotion calendars and promotion brochures' automated benchmarks

The focus: **Promotions**

Store Insights: Turning store insights into a retail-selling proposition by measuring brand activation and defining directions for improvements The focus: **Place** and

Operations

All of our services, however, are flexible and can be customised. We fit our business and expertise to your needs.

Business Fit

Hypertrade believes that the right business fit is the necessary foundation for a value-oriented business relationship.

At Hypertrade, we make it an absolute priority to understand your business. This understanding is the foundation for the solutions we provide that:

- > Help clients achieve their business objectives
- > Support the implementation of client business strategies
- > Assist clients in addressing some of their business challenges



Our Approach

Hypertrade specialises in in-store research. The goal of the research is two-fold. First, it ensures that our clients understand the profile, objectives, strategy and issues of their customers. Second, the research enables our clients to become strategic resources for their customers.

Our research focuses on three areas:

> **Understanding:** What do we need to know about the client?

> **Communicating:** What do we need to know to help the client communicate more efficiently to its customers?
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> **Implementing:** What do we need to know to help the client ensure that its shoppers find what they are looking for in the sales area?



To handle these three areas, Hypertrade divides its expert teams into its three business units. Clients may work with one unit, utilise services from all three, or choose anything in between.

Points of difference

We consider sales as the score.

We focus on the game.

- > We use our retail experience to translate data into actionable insights.
- > We provide knowledge and expertise to hundreds of traditional trade stores in Southeast Asia.
- > We leverage our relationships with stores to reinforce their business fit with brands.
- > Our size enables us to tailor our services to our customers.



Store Insights

An efficient retail strategy is one that is not only experienced by shoppers in the sales area but also consistently matches shoppers' expectations.

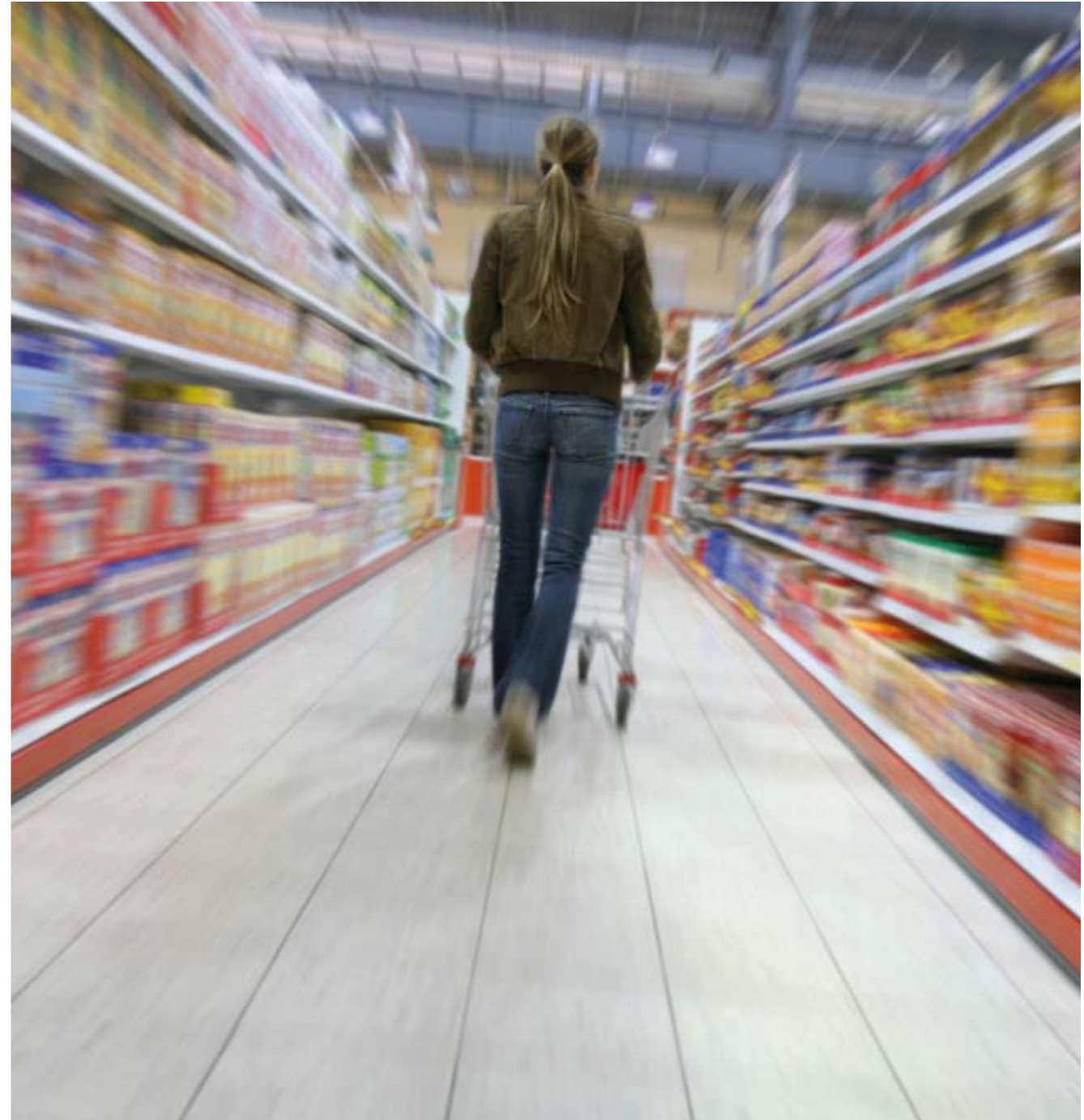
What does Store Insights do?

It answers the tough questions that are at the core of your sales and distribution strategies.

With privileged access to retail stores and the use of our proprietary tools, our teams help you to identify and collect the insights you need to increase your in-store brand performance. Because speed and accuracy are key components, you can access your store insights online within hours.

Example services:

- > **In-Store Brand Health Check**
- > **In-Store Competition Survey**
- > **Assessment of Store Compliance**
- > **Shelf Surveys**
- > **Mystery Shoppers**
- > **Market Feasibility Study**
- > **Store Omnibus**



GoTo Market insights

Goto Market Insights not only provide insightful data and reports, but to also provide consultation on business process improvement which leads to more efficient and effective mail promotions.

What does GoTo Market Insights do?

It answers the tough questions that are at the core of your sales and promotions strategies. Go to Market insights help both Retailers and Brand create an internal transparent platform for Promotion decision making.

The management of mail promotions is a challenging area within the brand owing company or a retailer because many internal departments are involved and there is a tremendous amount of data that has to be collected, categorized and recorded into a database.

This is rarely done in a comprehensive way and such that the data is easy to access. The best practice is around having a solid and defined business processes for implementing mail promotions as shown below.

Services at a glance:

- > **Key Account monitoring**
- > **Trade investments review**
- > **Competitor promotion review**
- > **Category review of Promotion activity**
- > **Retailers' Promotion Strategies**
- > **Promotion Price Index**
- > **Promotion Lists, Calendars, and Mechanics**
- > **Export all reports and analyses to MS Office to create your own presentations**
- > **Ad Hoc Reports**



Retail Insights

From theory to practice, implementation is a corporate priority.

What does Retail Insights do?

It answers the tough questions that are at the core of your management and capabilities development strategies.

Years of working with both brands and retailers across three continents have given Hypertrade the expertise and insight into managing all aspects of the store experience – and given Hypertrade the ability to transfer that expertise and insight efficiently to you.

Example services:

- > **Hypertrade Retail Institute©: A series of aligned modules for field sales teams**
- > **Superior Account & Sales Management**
- > **Hypertrade Store Management Institute©: A series of aligned modules for Store and Merchandising Teams**
- > **Field Coaching**



Obsessed with Success

Case studies about Hypertrade's passion for achieving success on your terms

Store Insights

Increasing Growth: A leading hair care company improved its “coloration planogram” compliance in personal store channels by 17 % in just two months.

Implementing Standards: A healthcare company increased its sales by 13% after further defining its shelf-standards by store clusters through a market shelf-survey.

GoTo Market Insights

Planning Efficiently: Using Hypertrade's insights, a leading FMCG company has included Hypertrade's findings as part of criteria for its promotion approval process.

Accelerating Off-take: A regional food processing company is benchmarking its off-take/ “share of voice” data by channel and by promotion type to determine its best promotion opportunities.

Activating Insights: A world-class retailer is integrating Hypertrade's data into its trading terms negotiation process.



Retail Insights

Aligning Partnerships: A major FMCG player has institutionalised a Hypertrade-designed store-focused negotiation skills workshop regionally, thereby creating a platform for growth with its traditional trade business partners.

Growing Competencies: A major food distributor has leveraged our “Store Management” suite of workshops with its key traditional trade business partners to reinforce its business relationships positively.

Some of Our Customers

Our clients cover all areas of the retail scope, from Consumer Health to Consumer goods and Retail Operations.





Our People

What unites these diverse talents? All are passionate about accelerating sales efficiencies, driving in-store brand performance and turning store insights into retail-selling propositions.

Frederic Etienbled

Frederic has been working in retail and in Asia for the last 16 years. His career gave him an exposure to all key functions of a retailer: Store, Logistics, Merchandise and People Management. Frederic spent 10 years with Carrefour in France, Korea, Japan. and Thailand
Frederic brings hands-on retail expertise in a multi-format retail environment with both International retail chains as well as local Asian retailers.

Danai Kramgomut

Danai is a seasoned consultant from the highest breed. After his MBA in Michigan, Danai spent more than 10 years with the prestigious Boston Consulting Group (BCG) and Nation Multimedia Group (NMG). His assignments brought him throughout Asia in different types of business environment.

Danai brings an invaluable expertise in terms of methodology, business development and strategic planning.

Kittiphan Khumsap

Kittiphan comes from the World Class FMCG company. With his experience in Retail Store Operation, he is now in charge of Store Insights which covers thousands of Retail Stores in Modern Trade and Traditional Trade in the Region. Kittiphan brings the practical strategies from the Store Insights into the actionable data to drive In-Store Brand Performance more effectively.

Gene Moran

Gene applies his marketing and financial management experience to retail challenges in both the modern and traditional trade. He is a commercial expert who previously held senior management positions brand marketing, trade marketing , category development and sales for Nestle Thailand. He also worked for leading companies including Pricewaterhouse Coopers Management Consulting and Kimberly-Clark Corporation. Gene has an MBA in marketing and strategy from the Peter F. Drucker School of Business at Claremont University, California..



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