

After a difficult period of downsizing, restructuring and consolidation in recent years, organic growth through innovation has emerged as a key competitive advantage for firms in the retail industry. Many companies have increased expenditure on R&D as a result, but few are happy with the return on their investment.

Challenges for retail and consumer product (R&C) companies are many in today's business environment as the confluence of market forces have created an extremely challenging climate. The R&C sector companies are constrained in their ability to grow and maintain profit margins as a result of a deflationary operating environment, market saturation, slowing population growth, and more discerning but less loyal consumers.

The R&C challenges

- Corporate governance
- Market value recognition
- Consolidation
- Corporate/Brand reputation
- Supply chain optimisation
- Influence of new technology
- CRM/ Customer focus
- Brand valuation and management
- Risk management
- Marketing effectiveness

Retail executives are in need of specific skills they can use to drive transformation, such as the ability to develop a customer-focused branded product or service proposition, a track record of restructuring a regional/local operational footprint, or the opportunity to develop a business through a third-party distribution network. We collaborate closely to ensure that we can match our combined knowledge and abilities to our clients' business priorities and needs. We offer a unique combination of advice and experience of successful International business professionals, together with a dedicated person with international market expertise. Thanks to this we are able to provide comprehensive regional services as well as consulting. We can provide high quality services to all our clients, delivering cost-effective solutions that are tailored to each retail or FMCG company's specific requirements.

The BICGS R&C assets for your company?

We offer a wide range of services a company might require to enter retail or FMCG market, run the business, find a business partner or gain reliable information in the segment. Our projects include:

- Retail companies' privatisation
- Mergers and acquisition
- Sales and distribution
- optimal retail distribution models
- construction strategies for particular markets
- retail pricing strategy
- distributor / importer search
- franchise network evaluation and building
- Sales force mentorship and training
- Marketing strategy development / improvement
- retail product portfolio optimisation
- strategy development
- Sourcing
- contract manufacturing - private label
- products' and production components suppliers

- Market entry feasibility study in retail sector
- Business partner search
- Corporate governance

Areas of our expertise:

- Retail partner project programs creation to generate competitive footprint
- Senior Management level coaching/training, development & mentoring programs
- Management of business start up, roll out and expansion projects in Eastern Europe economies
- Board management for new business
- Strategic Planning & Direction, Marketing & Project Planning mission
- Finance & Budgeting, Business Development Management
- Mergers and acquisitions (M&A) assistance
- Change / Risk Management
- Franchise network evaluation and building
- In depth operational assessments and consulting on revenue forecasting, customer service support, CRM, Market Analysis &

Penetration

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A detailed budget for your company can be established after preliminary discussions between you and one of the BICGS associates. However, to inform yourself beforehand on a range of available options, we would be happy to provide you with a catalogue of our service portfolio for Business and Marketing Modeling. [Contact us.](index.php?option=com_content&view=article&id=6:contact-us&catid=35&Itemid=37)