



Global Solutions®
RETAIL PACKAGING & DISPLAYS

E-GUIDE

RETAIL POP DISPLAY BEST PRACTICES:

Selling to Mass Merchandisers

Preparing Your Pitch

Retailer Guidelines

- Familiarize yourself with the retailer's guidelines, or
- Engage a partner to walk you through and facilitate the approval process

Obtain packaging and display details/samples to facilitate:

- Pricing of packaging and display parts
- Fulfillment charges where appropriate
- Container load plans detailing number of units on a truck/container
- Overseas/overland freight costs
- Warehousing and handling costs
- 3-5 percent for returns

Prepare a Preliminary Pitch Sheet – a 1-2 page executive summary detailing:

- Packaged product in planogram
- 2D image of full 48" and 40" facings of displayed product
- 2D front/side view of product package
- Product count per layer, # of layers, Total # per pallet
- Overall dimensions of the pallet display including pallet
- Product: have quality samples of product prepared for meeting

Know the economics, lead times, and supply chain capacity (max daily output)

Elements of a Successful Pitch

1. Know your product

- Value proposition
- Price points
- Competitor products and price points, differentiating benefits etc.
- Retail channels MSRP's – what your and competitors' products are selling for elsewhere
- Why should "X" retailer buy from you?

2. Know your numbers

- All-in product costs
- All-in packaging, display, fulfillment costs
- All-in transportation, warehouse, & handling costs

3. Know your supply chain

- Capacity, expertise and knowledge in supporting western brands

4. Most of all, you must exude confidence in every aspect of your product, production and management of orders

Closing the Deal

1. Be prepared to negotiate the following:

- Selling price: maximize your opportunity for profit
- Wholesale price: know the customer's expectations of pricing.

2. Define the MABD (must arrive by date) or in-store date

3. Ask for feedback on the pitch, what adjustments they would like to see, etc.

4. Ask for a test / regional order

5. Ask for next steps, timing

6. Remember to thank the buyer for his or her time and consideration!

Why Pitches Fail

- You did not do your homework
- You did not comply with the retailer's guidelines/ requirements
- Your all-in product cost is too high
- You do not know your numbers
- You do not have the right partners (suppliers) supporting you with good information/data, samples, etc.
- Buyer did not have confidence in your ability to deliver

Our Process

- Our focus is to **make it easy** for our clients to:
 - » Sell their products into retailers with **confidence**
 - » Deliver their products to market on time
 - » Make profit on every order!!
- We start with identifying the **retailer and manufacturing source** of a Customer's product.
- Our designs conform to all retailer requirements and will **withstand the rigors of transportation and distribution**
- Every aspect of our process **removes barriers** to a successful in-store rollout
- Once in production, TPH will coordinate with the customer's factories to provide **seamless execution** of approvals, logistics, and schedules.
- Managing the assembly and fulfillment ensures the final product build and pack out will **meet the specifications**.
- TPH project managers coordinate with the customer's freight forwarders to ensure **timely shipment** of goods.

About TPH Global Solutions

TPH Global Solutions® offers brand managers and licensees global supply chain support, and retail packaging and POP display expertise. TPH does so with a comprehensive suite of services designed to accelerate product sales and eliminate both upstream and downstream supply chain challenges.

These services include:

- Retailer Presentation & Sales Support
- Retail Display & Packaging Creation
- Domestic & Overseas Production
- Project Management & Supply Chain
- Logistics & Transportation Support

For over 50 years, TPH has supported brand managers and licensees from the apparel, footwear, accessories, toys, electronics, hardware, pet supplies, and sporting goods industries. We have deep expertise and intimate knowledge of retailer requirements for warehouse clubs, big box retailers, department stores, pharmacy chains, home improvement stores, and many others.

Try TPH for your next global program and you will experience the ease and confidence that comes with a well-managed supply chain.