



**Advantage**Insights

## **Better Business Through Supplier / Retailer Engagement**

Jakub Hradil - Country Manager, Czech & Slovakia

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# Who is The Advantage Group?

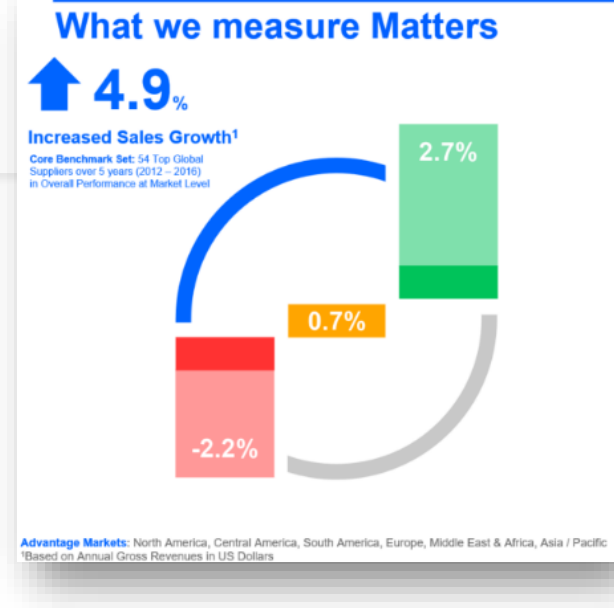
- We are the leading advisor in **business-to-business engagement** globally;
- **Helping businesses be better together** by designing and delivering engagement solutions that bridge the gap between listening and responding.
- We are the **engagement intermediary** within the complex and ever-evolving relationship of **supplier and retailer partners** for 30+ years.
- We pride ourselves in helping **businesses in 40+ markets navigate the intricate partner ecosystem** – we know this starts internally with the decision: **make engagement matter.**

Voices are collected in more than 40 countries



# Where do your Business partners sit on the Engagement Spectrum?

Leverage the Commercial Value of Customer Engagement



Retailers/Suppliers **will not** incrementally invest with Suppliers/Retailers who are difficult to work with – it is a fact.

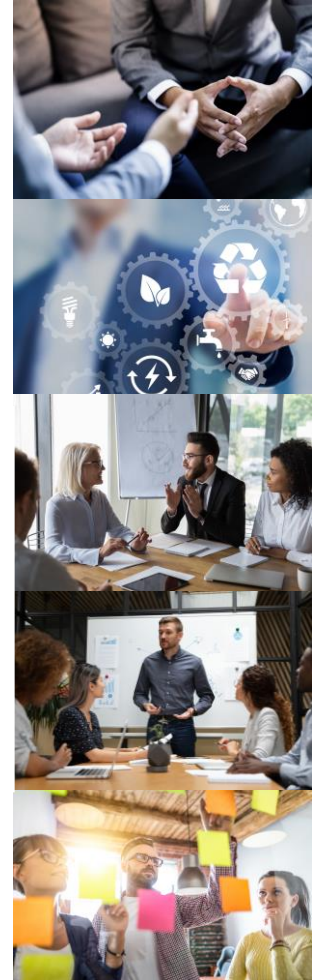


# Current Dynamics

## Advantage Global Insight 2022

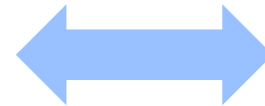
# Keep These Key Points Top of Mind

- **The crisis of 2022 is different than the crisis of 2020 & 2021.** Inflationary pressures and increased consumer price sensitivity along with geopolitical factors all bring greater **uncertainty** that will lead to a tougher negotiating environment between retailer and suppliers. **Crisis mode should be viewed as the “new normal”.**



## Retailer Priorities

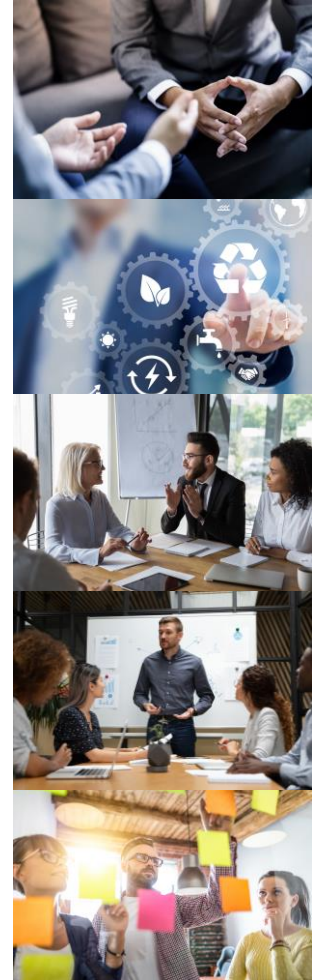
## Suppliers Priorities



\* As per the Overall Performance Significance (OPS) Methodology

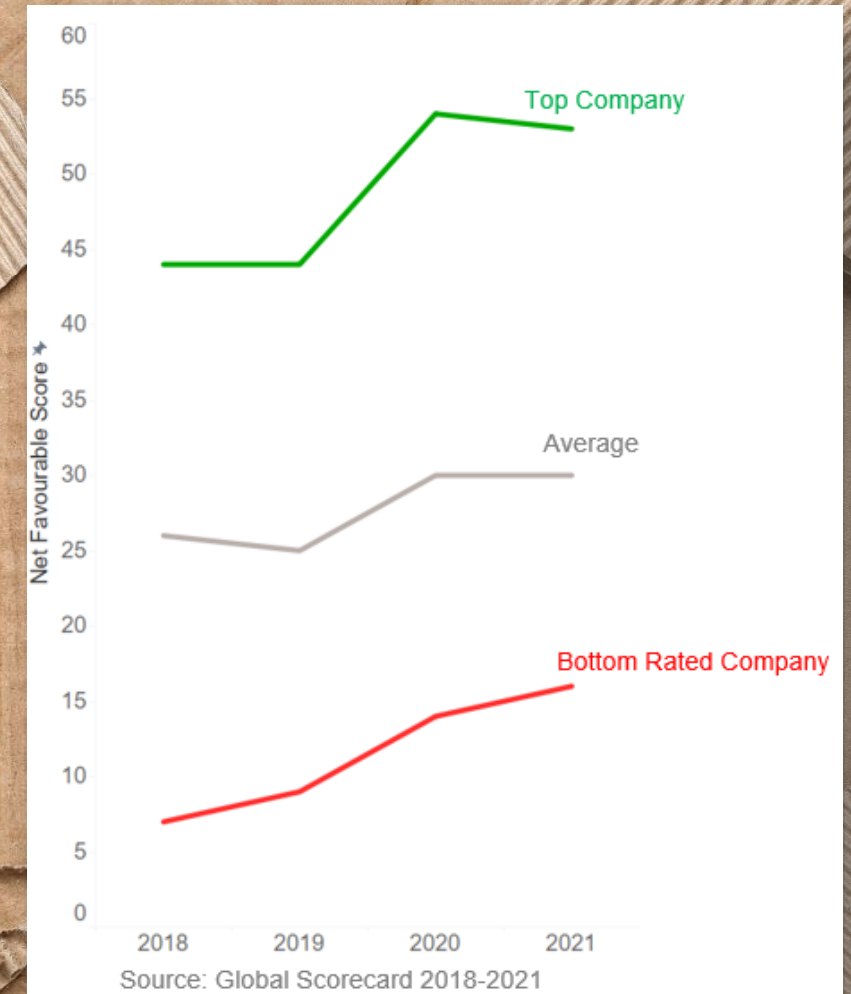
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- **The more things change, the more they stay the same.** While we navigate through what seems to be **constant change**, the fundamentals of business and relationships stay the same. Do not lose focus on the essentials.
- Traditionally described “soft skills” are no longer secondary but rather increasingly urgent to P&L. **Honest, transparent, and constructive communication is one of the tools** in the arsenal that can most effectively drive successful partnerships in the current environment. **Mitigating the impact of detrimental factors is even more the name of game than prevention in 2022.**



## Sustainability: Context

- **Sustainability is the most fluid engagement driver we measure from a definitional perspective**; it is very much still a moving target allowing suppliers to chart individual paths to success.
- One commonality of suppliers perceived as successful **is the use of sustained and active communication of their agendas and initiatives**, not relying on passive means such as social media or a company website.
- **Sustainability will likely sit front and center in the push and pull of current market conditions. Increased price sensitivity on one end and increased climate urgency on the other.** Expect shifts in what is seen as acceptable to consumers on both ends of this spectrum.
- **Greenwashing** is increasingly entering the public conversation with companies being held accountable for unsubstantiated or exaggerated claims. **Expect greater scrutiny of impact versus mission statements moving forward.**





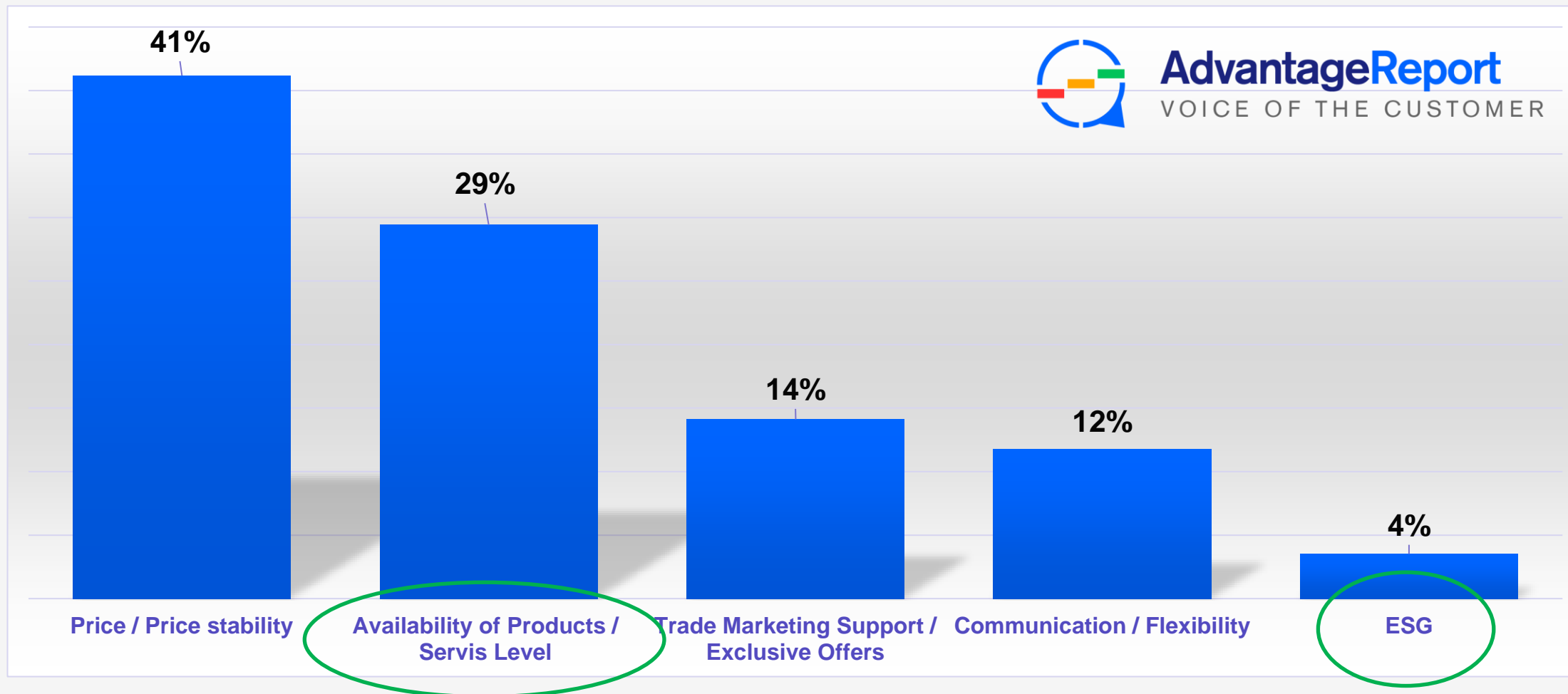


# Insights from Qualitative Research 2022

## Czech & Slovak Market Insight

# Insight from RETAILERS

Considering the current situation, can you mention the most **important areas of support** you **expect from your suppliers?**



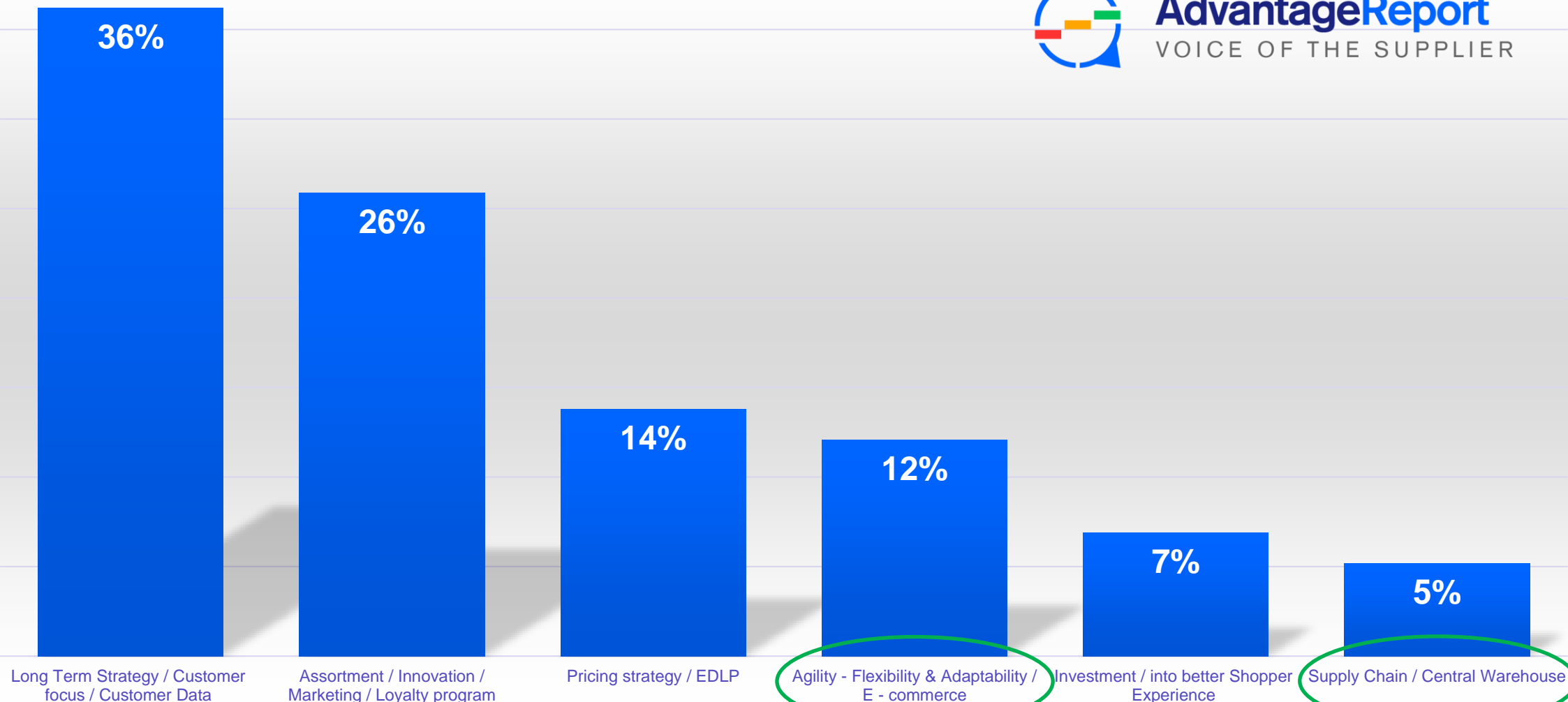
# Insight from SUPPLIERS

*Thinking about the retailers you consider to be the best, what would you say **are the main elements they do well in managing the current business situation?***



**AdvantageReport**

VOICE OF THE SUPPLIER





# Czech & Slovak in Global comparison 2022

Supplier and Retailer Satisfaction  
levels across the globe



# One Final Takeaway

**Cross-functionality and agility in process and thinking is, and will continue to be, increasingly more vital to success.**





Making it **MATTER.**

## Jakub Hradil

COUNTRY MANAGER, CZECH & SLOVAKIA

E: [jhradil@advantagegroup.com](mailto:jhradil@advantagegroup.com)

T: +420 604 212 795

W: [www.advantagegroup.com](http://www.advantagegroup.com)