



blueprint

Assess your 7C's of knowledge.

Would you have the answers on the following questions?

1 COUNTRY

What is the impact of the Covid crisis on your and your customer's business?

How does current inflation and other economic trends affect business – yours and your customers?

How are your customers impacted by changes in the political landscape?

What is the impact of Brexit on your and your customer's business?

What are other PESTEL trends (political, economical, social, technological, environmental and legal) that impact your mutual business. I.e. AI, shifting talent pool, sustainability, agility etc.?

Other key economic indicators such as cpi, gdp, unemployment, immigration, exchange rates, oil prices, share values etc.?

2 COMPANY

Your company's vision, strategic priorities, values, image, credibility?

The same for revenue, margins, profit and developments?

Other public financial information; i.e. investments, savings, CSR?

Your product portfolio; priority products and their revenue, market share and profitability?

What is the relation, experience and performance of other customer-facing departments (marketing, supply chain, finance)?

What do you publish in the press, on social media and how will your customer perceive it?

3 CUSTOMER

How are they organised (structure, dmu, ownerships, etc.)?

What is their vision, strategy, objectives, KPI's (KPI's of your contact person)?

What is their volume, revenue, margin, share, over / under performance?

Which are their most profitable (sub)channels and (sub)categories?

How do their categories perform versus the national / channel / competitor average?

Who is their preferred supplier and why?

What is their Route to Market?

Who is their competitor?

How does Covid impact this customer's business?

What are their business priorities currently?

What is the profile of their consumers / endusers?





blueprint

4 CHANNEL

- How is your market splitted in between the (sub)channel?
- What are channel revenues, volumes, margins, shares?
- Which channel will take the lead over the next 5 – 10 years?
- Will all channels have the same importance and impact in the future?
- Are their mixed channels due to new trends?
- How effective is each element of the POP mix in these channels?
- Who are the leading customers in each channel and what's our performance with them?

5 CATEGORY

- Which (sub)categories can we identify?
- What is the size of those categories (volume, revenue, margin, profit, category share)?
- What is your market share in those categories?
- Why is the category share developing in the way it is?
- What are the prognosis for the next 5 years?
- How does omnichannel impact the (sub)categories?
- What is the average consumer / enduser spend in these categories?
- What is the usual consumer decision tree in each (sub)category?

6 COMPETITOR

- What are your top 3 competitors and why?
- What is their vision, strategy and objectives?
- How big is their share? Their revenue? How is it developing?
- What does their product portfolio look like?
- What are their most successful products?
- What conditions do they have with our customers?

7 CONSUMER

- What are the demographics for your area/region/country?
- How did Covid alter consumer preferences?
- How do they impact the need for our products / services and what changes can we expect?
- What does the average household look like?
- How does it develop over the coming 5 years?
- What are the latest consumer trends?
- How does the real time consumer affect our/customer business?

