Value Bridge

‘Art of the Possible’ colaboração Indústria & Varejo

JBP (Joint Business Plan)

JVC (Joint Value Creation)

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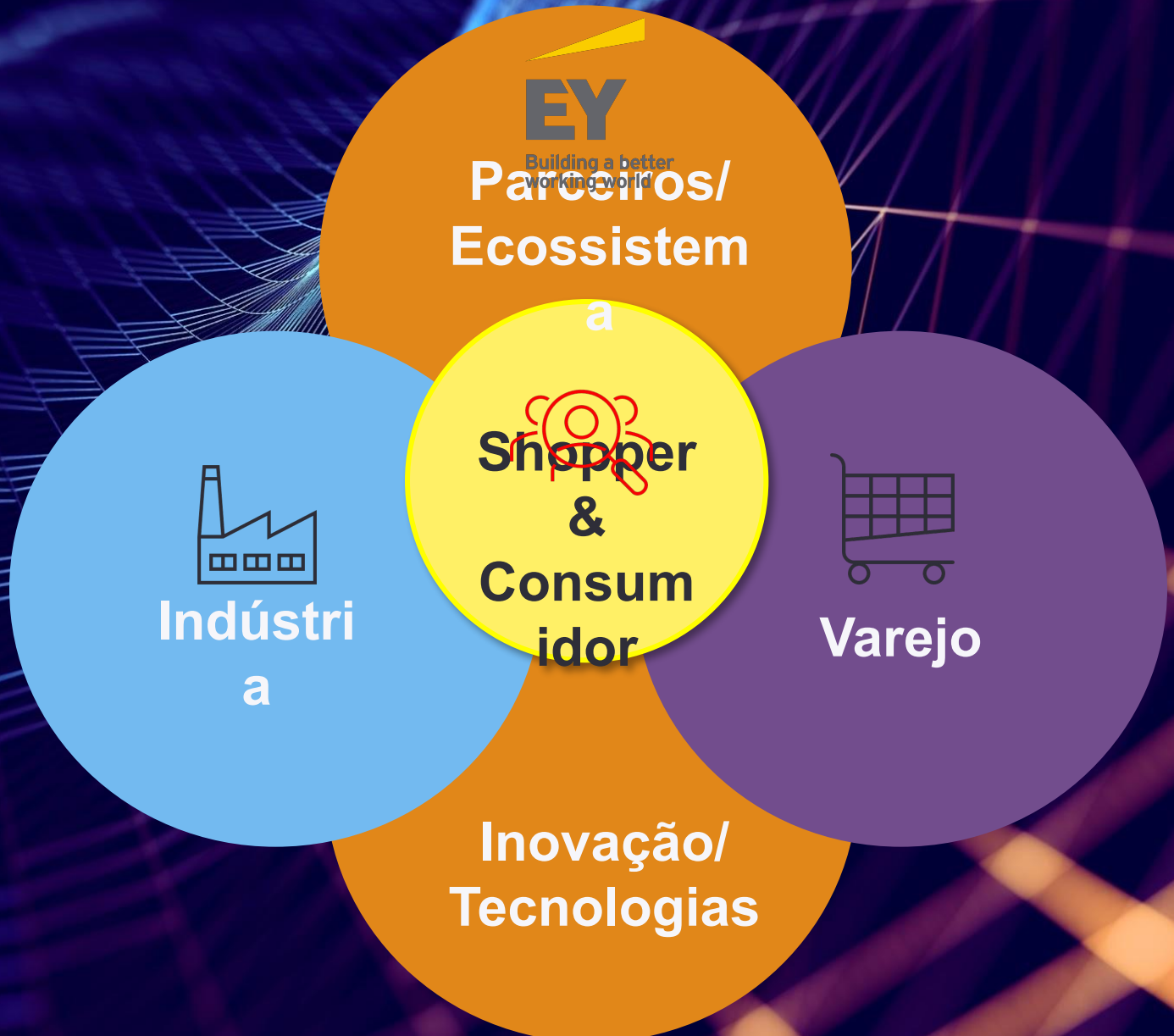
Ecossistema de geração de valor ao shopper



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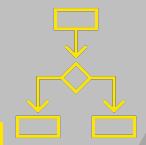
JVC► Uma nova maturidade na relação varejo e indústria

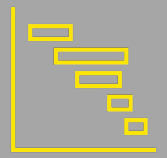
3. ESTRATÉGICO (G: +47%)

2. DIFERENCIADO (G: +35%)

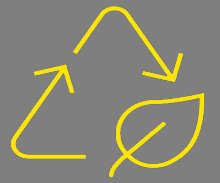
1. COMERCIAL (G: - 42%)



AL: 80%



AL:18%



AL: 2%

G: Global
AL: América Latina

NÍVEL DE MATURIDADE

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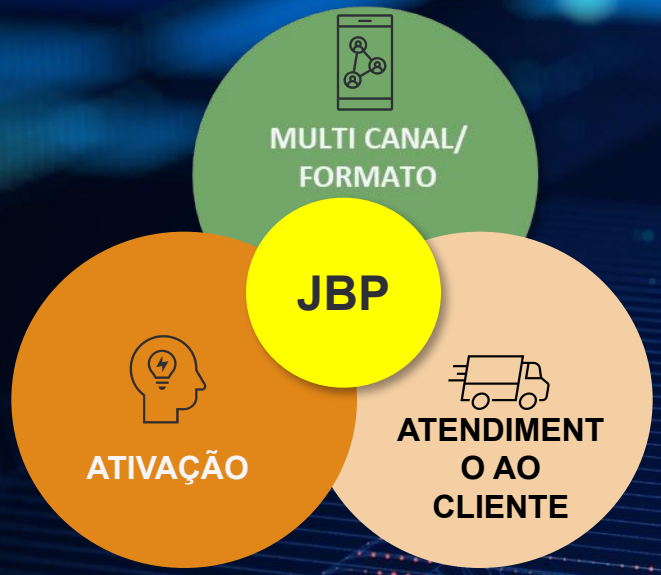
JVC ► A nova forma de se relacionar com o varejo



DE:

- SELL IN / MARGEM
- # DE PROMOÇÕES
- ENTREGA NO PRAZO
- FILL RATE

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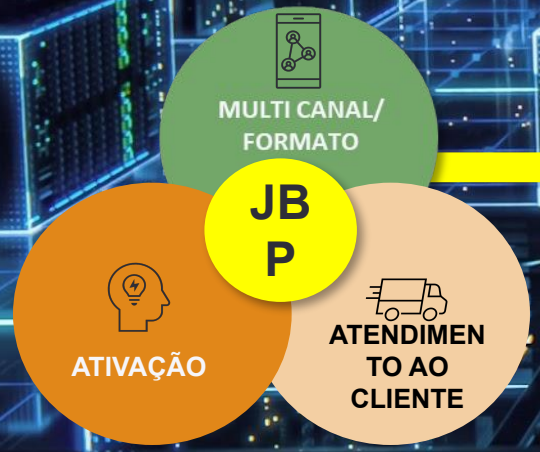
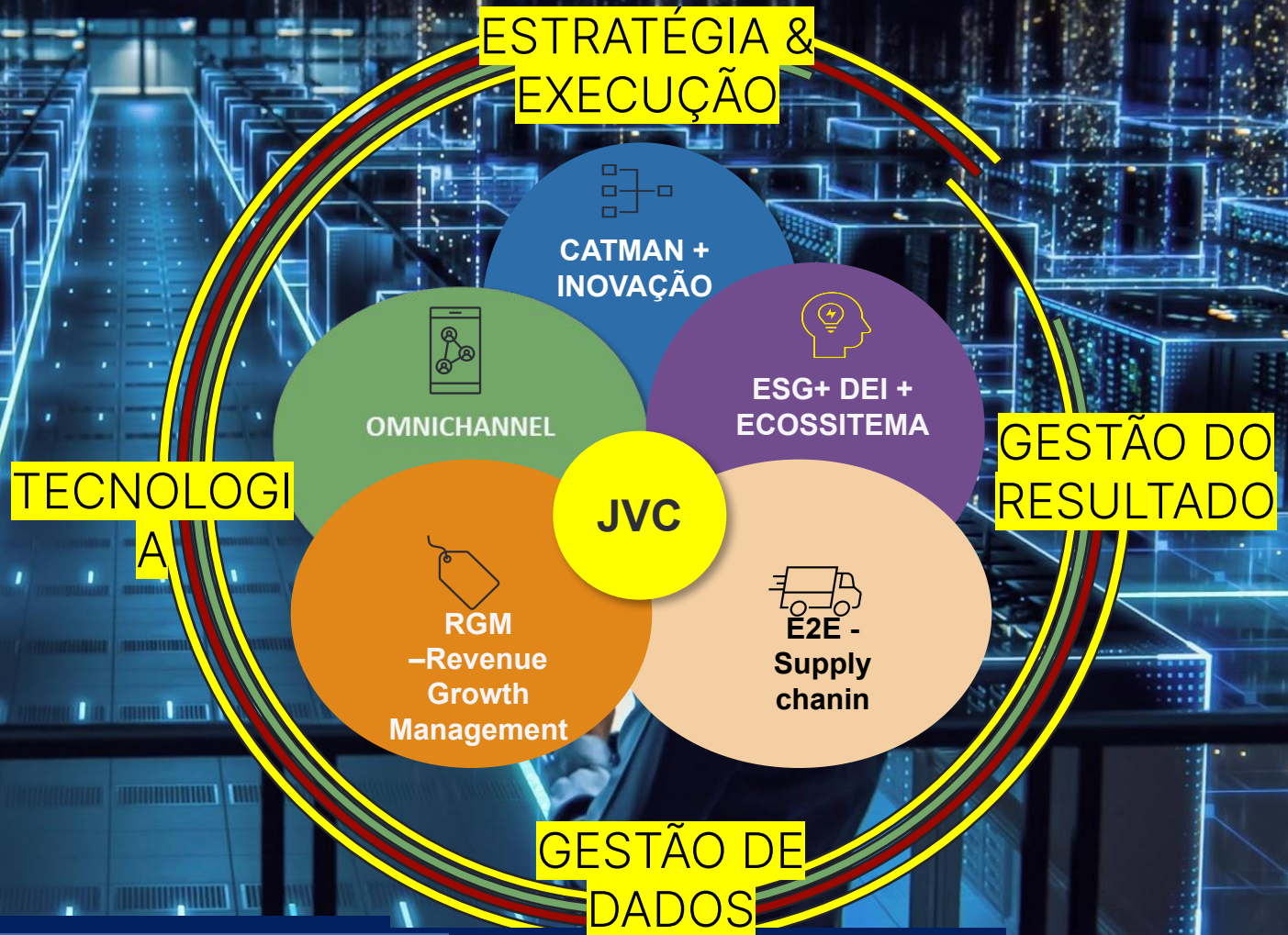
JVC ► A nova relação entre a Indústria, Varejo & Shopper





DE

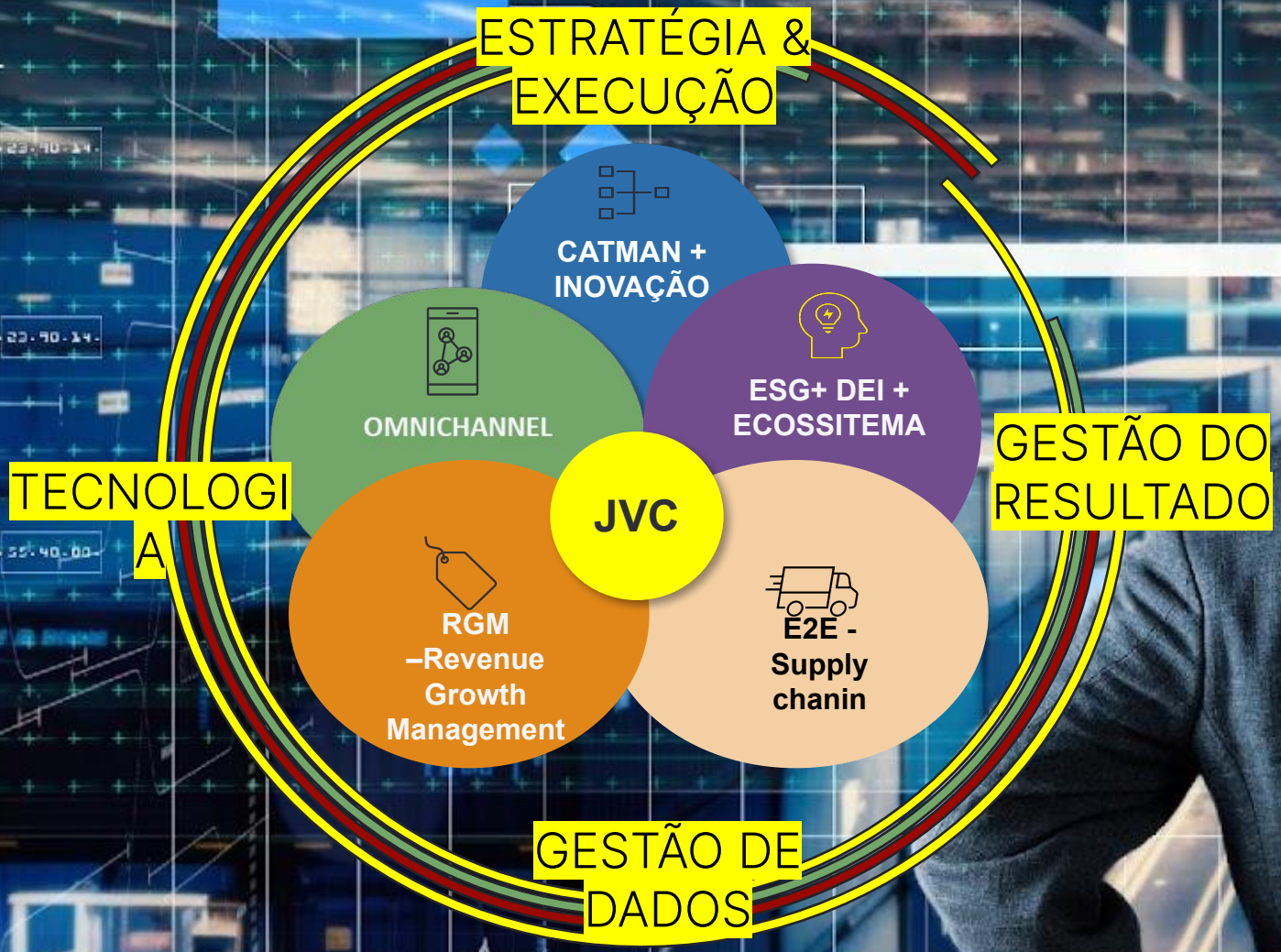
- SELL IN / MARGEM
- # DE PROMOÇÕES
- ENTREGA NO PRAZO
- FILL RATE

PARA *Exemplificativos – não exaustivo

- PREÇO & PROMO DINÂMICO
- SELL OUT / RENTABILIDADrE E MARGEM DE CONTRIBUIÇÃO
- ROI / SEM, SOM, POSICIONAMENTO DE BANNERS, GESTÃO I
- OTIF/ RUPTURA /ASSERTIVIDADE DE DEMANDA %/ CUSTOMI
- NEXT BEST ORDER / FORECASTING COLABORATIVO

- CULTURA/ LIDERANÇA/ EQUIPE
- PERSONALIZAÇÃO/ AGILIDADE/ INOVAÇÃO
- TICKET MEDIO / FREQUENCIA/ PENETRAÇÃO/ NUMERO DE ITENS NA CESTA – SHOPPER X CONSUMIDOR
- PORTFOLIO MIX - % NEED STATE COBERTO/ WHITE SPACE/ GESTÃO CATEGORIAS
- EMISSÃO DE CARBONO/ GARANTIA DE ORIGEM/ % RESÍDUOS

JVC ► A nova relação entre a Indústria, Varejo & Shopper



Create and solve together, faster

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