

SmartView Convenience

twc

Harnessing data
Empowering wholesale
foodservice & convenience

You wouldn't want to do wholesale data without us

SmartView Convenience is complementary to your existing wholesale shipments data, providing a total market read against which you can benchmark your performance.



Wholesale shipments data



What is it?

An EPOS market read for independent retail and wholesaler-supplied symbol stores in GB, comprising a cherry picked sample of ca.6,500 stores up-weighted to total Eng/Scot/Wales.

Wholesale shipments (sales out) data for a specific wholesaler



Why do I need it?

Provides market context (channel performance trends) and benchmarking

Tactical insights so that account teams can grow sales through named wholesaler



Who uses it?

Channel Sales Directors, Category teams

National & Regional Account Managers



What does it tell me?

- Show the scale and scope of the channel to build the case for more internal investment into wholesale/c-stores as a RTM
- Compare your brand performance to the market & source in trade comms/ads
- Identify the top sellers and any range gaps and understand c-store rate of sale to drive your cat man agenda in wholesale/convenience

- Identify member and customer distribution gaps
- Understand your performance vs. category/competitors
- Calculate specific growth opportunities in that wholesaler
- Review promotional impact/pricing

Understand your indie & symbol shopper better... Contact the TWC team to find out how we can help



Contact Tanya:
Email tanya@twcgroup.net

Contact Tom:
Email tom@twcgroup.net

Contact Sarah:
Email sarah@twcgroup.net

Call [01908 101 389](tel:01908101389) | Visit www.twcgroup.net

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