

UK Consumer Products Labels: Pricing

Conducted a comprehensive refresh of go-to-market strategy in the core market, including the development of a new pricing model to more effectively win against disruptive competitors

Project Overview

Deliverable Examples

Client Context

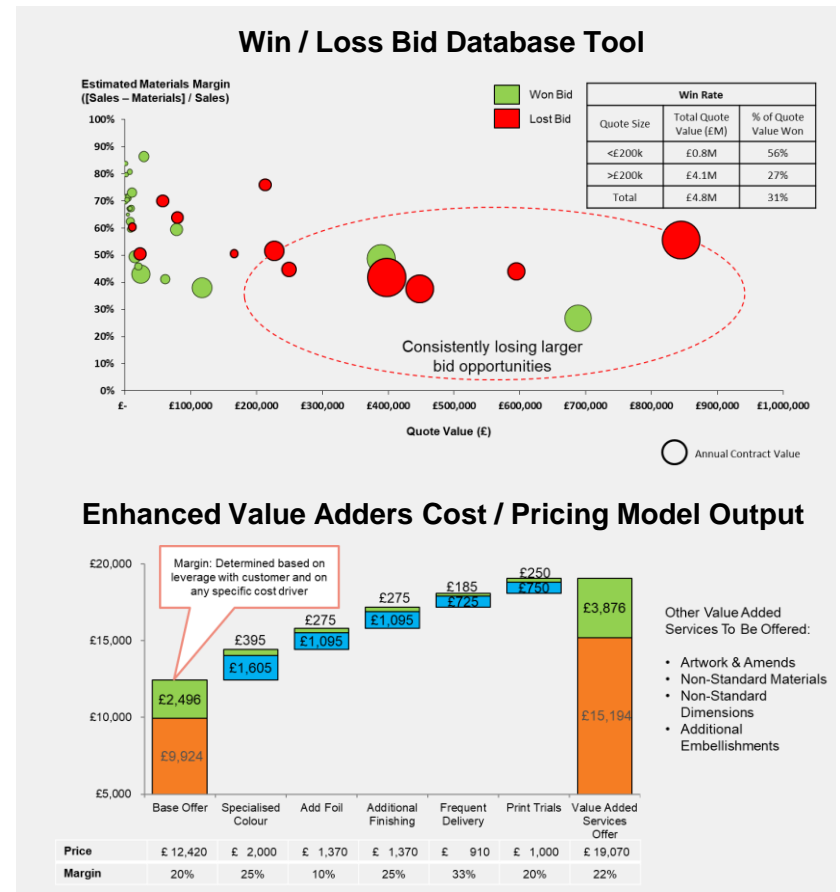
- Market leader seeing significant top-line and bottom-line YoY declines in core business due to customer consolidation, disruptive competitors and changing consumer preferences
- Tendering is a key part of business with over 30,000 requests a year and over £25M tendered annually
- Current tender process was consistently overstating costs and overburdening simple high-volume projects
- As part of larger project, client asked TRC to build tools and processes necessary to increase conversion rate on bids through a better tendering process

Approach

- Evaluated current win / loss performance to pinpoint potential areas of concern
- Worked hand-in-hand with client team to review current pricing / cost model to determine opportunities for improvement
- Established “true” costs of different offerings with Plants and built into new cost model
- Supplemented cost model with tools to determine margin based on product / service / customer leverage

Outcome

- Drove significant change in go to market approach
- Business turned around from declining performance to YoY growth with no major market and/or competitive shifts



Note: Full case studies available upon request
Names & Numbers Modified to Maintain Confidentiality