

# OPERATIONAL PLANNING

	MAADA CONSULTING SOLUTIONS		
COMMON PROBLEMS	DELIVER RESULTS	BUILD THE FUTURE	AVAILABLE TOOLS
<p><b>Poor Promotional ROIs</b></p> <p>Lack of clarity into the ROI relationship between promotional and everyday pricing leading to low return investment with customers and intermediaries.</p>	<p>Post-event/plan analysis to determine efficacy of current promotions across channels</p> <p>Workshop to clarify promotional strategies across channels and develop master plan to manage across them.</p>	<p>Work with client to develop means to monitor price and promotion effectiveness on ongoing basis.</p> <p>Build steps and timing for price and promotional strategy reviews into ongoing price/trade planning processes.</p>	<ul style="list-style-type: none"> <li>• Demand Curve Generator</li> <li>• Promotional ROI</li> <li>• Price and Promotion Analytics</li> </ul>
<p><b>Illogical Price Curves</b></p> <p>Price discounts for larger sizes/volumes not following logical discount gradient.</p>	<p>Map price curves for target prices, actual market price ranges, list prices, and trade rates and collaboratively problem-solve how to correct with client.</p>	<p>Develop ongoing process map and calendar for price curve reviews.</p>	<ul style="list-style-type: none"> <li>• Price Ladders</li> <li>• Price Waterfalls</li> <li>• Price Curves</li> </ul>
<p><b>Annual Operational Planning Process Unnecessarily Stressful</b></p> <p>Cross-functional conflicts between marketing, sales, finance, and R&amp;E.</p>	<p>Map process and clarify stakeholder concerns through interviews. Re-map process and programs to address concerns and improve information flow and communications.</p>	<p>Leave re-mapped planning process and calendar that are integrated with other business planning processes.</p> <p>Develop change management to implement.</p>	<ul style="list-style-type: none"> <li>• Stakeholder Management Template</li> </ul>
<p><b>Trade funding provided not consistent with market or target pricing.</b></p> <p>Trade funding budgets seen as disconnected from pricing and set without connection consideration of needs to bridge gaps between list prices, promotional strategies, and retail margins.</p>	<p>Develop price curves and route to price maps for target pricing, market pricing for non-promoted and promotes sales, list pricing and net pricing to intermediaries. Identify trade funds needed to support promotional strategies.</p>	<p>Train team how to develop and manage tools on own.</p> <p>Refresh training for subsequent planning cycles.</p>	<ul style="list-style-type: none"> <li>• Price curves</li> <li>• Price waterfalls</li> <li>• Intermediary strategy Assessments</li> <li>• Route to price maps</li> </ul>