



# SHS Sales & Marketing Product Proposition



Where Great Brands Grow

# SHS Sales & Marketing is the country's leading sales and marketing company.

## The company provides an outsourced solution which encompasses:

SHS Sales & Marketing has become a dominant player within the FMCG marketplace with over twenty four years experience of building brands throughout Great Britain.

SHS Sales & Marketing is a dynamic and innovative privately owned company who continuously invest in their people, brands and business.

Our business philosophy puts us at the leading edge of FMCG commercial strategy and practice, but it is our people that really make the difference. We believe in providing all our key players with opportunities to succeed and deliver their full potential in an environment of energy, encouragement and support.

The company's success is attributed to our strong belief that no one works harder for our brands than we do.

## SHS Sales & Marketing's corporate culture is built upon:

- **A strong belief & passion** - we enjoy what we do, celebrate success and learn from our experiences
- **Teamwork** - we all take ownership of the 'One Team One Goal' ethos
- **Our people** - we treat each other with respect and integrity and value the input of others
- **Brand Commitment** - no one tries harder for our brands owners and customers
- **Creativity & Innovation** - we make a difference everyday

## We provide tailored solutions for brand owners who want:

- Enhanced sales coverage - Multiples, Impulse Convenience Channel, Wholesale / Cash & Carry, On Trade & Food Service
- To maximise existing brands
- To develop new brands
- Regular customer contact
- Channel expertise
- Sales focus and penetration
- Fixed cost replaced by variable cost
- Business efficiencies driven by
  - Outsourced back office solutions
  - Reduced HR costs
  - Overhead reduction
  - Cash flow enhancement
  - Business Process Simplification

SHS Sales & Marketing has recently completed a major Information Systems (IS) programme. This will be based on SAP - the leading software solution in our industry. Our new systems will: enhance the effectiveness of our sales organisations; deliver more intelligence and value to brand owners; and, improve the efficiency of our business processes.

Our aim is to make IS a major competitive advantage in terms of transparent reporting, control on pricing and terms and promotional control.

## Business Functions

### 1. Sales

The company provides a national and regional account sales structure covering all key trade channels within the multiple, Impulse Convenience Channel (ICC), on-trade and food service sectors. In addition SHS Sales & Marketing offer extensive field base and telesales coverage of complex sectors such as food service and the ICC including Wholesale Cash & Carry. Our sales force has a wealth of knowledge, skills and experience in:

- Sales
- Brand Plan implementation
- Brand distribution
- Brand visibility at point of purchase
- Category management
- Account planning
- Promotional implementation
- Compliance
- Merchandising
- Wholesale Cash & Carry

### 2. Trade Marketing

SHS Sales & Marketing has a channel focussed commercial team which provides trade marketing activity support:

- Developing channel promotional strategies
- Performance & ROI analysis
- Co-ordinating product launches
- Market intelligence/customer insight
- Channel forecasting
- Managing promotional expenditure
- Provides and manages core operational activity - i.e. stock purchasing and service level management
- Marketing activity - PR launch support, Trade Press liaison and support with key industry bodies/publications
- Trade show activation at key industry events

The commercial team can deliver specific category management programmes around range reviews and can deliver range, space, promotional and price projects for specific brand owner briefs. The trade marketing department also has expertise in planning and supporting specific NPD launches from initial concept to launch.

### 3. Customer Services

SHS Sales & Marketing's customer services department ensures that orders are processed effectively from receipt of order through to invoicing.

The customer services department is responsible for:

- Order Capture - all formats - email/EDI/Fax/Verbal
- Order Process - approximately 75,000 annually
- Order Tracking

### 4. Invoicing

The Administration department is responsible for the creation of around 100,000 invoices annually transmitted by post and electronically to all Customers and Brand Owners. Brand Owners benefit from being able to use our existing EDI infrastructure rather than have to create and maintain their own expensive electronic interface as demanded by some Customers. Invoice queries are resolved by Administration, Sales, Commercial and Logistic teams.

### 5. Credit Control / Risk Management

The Credit Control department assesses the risk and provides credit limits for thousands of accounts serviced by SHS Sales and Marketing. The department is responsible for the collection of all debt of the business for all trade sectors.

### 6. Finance / Insurance

The Brand Owners benefit enormously from the substantial reduction in Overhead costs required to service numerous Customers in the FMCG sector. Cash flow and working capital improve as one payment is received on-time every-time from SHS Sales and Marketing, rather than the piecemeal collection of debt associated with a myriad of Customer accounts who may have differing payment terms and capabilities of payment. Therefore, Bad Debt becomes redundant.

## 7. Logistics

SHS Sales & Marketing has a centralised logistics department that can offer tailor made logistics solutions to meet the needs of our brand owners. Services provided include:

- A worldwide primary trunking service from manufacturing location direct to customer or our distribution sites in GB
- Warehousing in GB and Ireland
- Consolidated distribution network throughout GB delivering to all points in the UK on a weekly basis
- Factory gate collection facilities

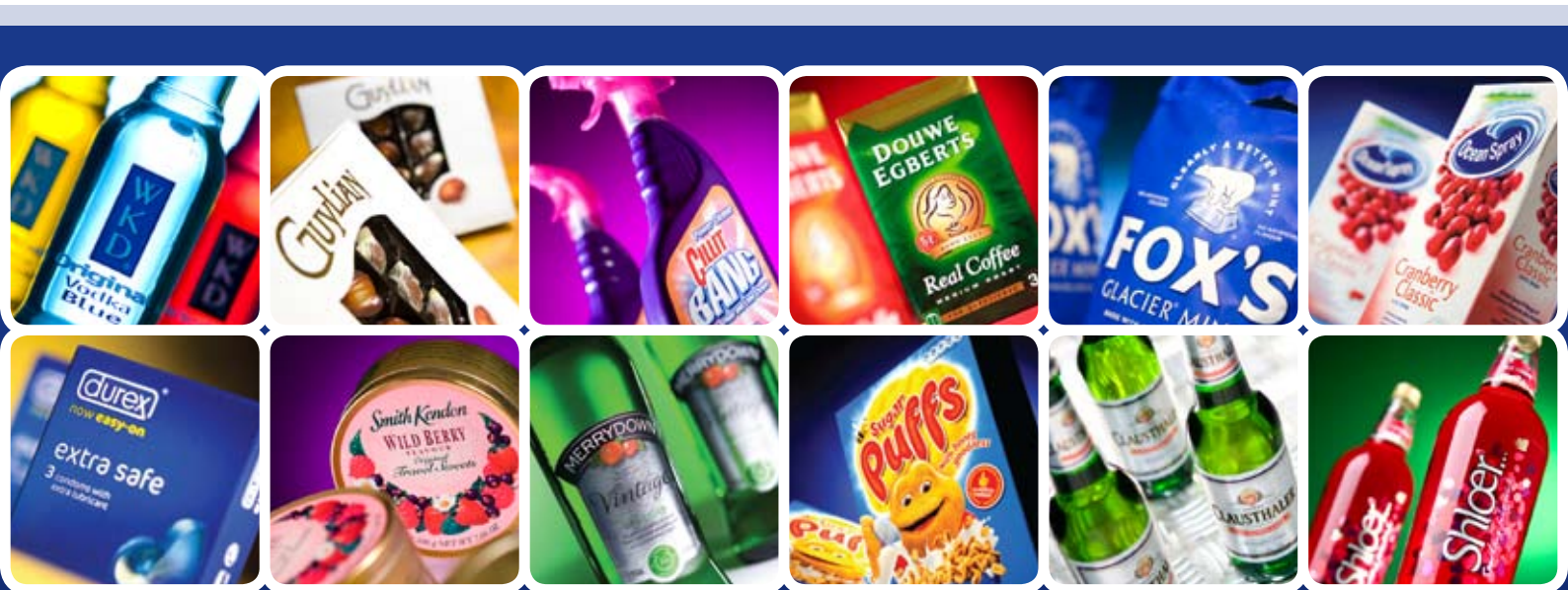
The department delivers approximately 20,000 loads per annum direct to customers or warehouses through its worldwide primary trunking service. It also delivers over 7 million cases per annum on a shared user basis through our 3rd party warehouse based in Wolverhampton. SHS Sales & Marketing have three dedicated warehouses for individual brand owners with transport solutions to support the operations.

The Logistics Department has extensive experience of back haul logistics across Great Britain and Europe with over 40 Haulers in operation.

## 8. Quality Assurance

The Quality Assurance Department ensures that the products SHS Sales & Marketing supplies comply with UK and EU legislations and acts as a valuable service to our brand owners. The Department carries out a number of functions:

- BRC Factory Audits
- Ethical Audits
- Specification and Production Policies
- Pre-Inspection Audits & Factory Approval Inspections
- Legislative Standards
- Consumer Complaint Administration
- Product Recall Handling
- On-going Evaluation & Sampling
- Crisis Management and Product Recall Handling, complex in the ICC universe
- Waste Packaging
- Hygiene Training
- Health & Safety management at Trade Shows



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