

# Growing Great Brands Throughout Ireland



**SHS Sales & Marketing is one of Ireland's leading sales and marketing company's and has become a dominant player within the FMCG market place since it's inception in 1975.**



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

- Enhanced sales coverage – Retail Multiples, Wholesale, Cash & Carry, Forecourt & Convenience, Independent & Impulse, Pharmacy and Foodservice
- 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

With offices in Belfast and Dublin we handle a wide portfolio of blue chip grocery, household, frozen, chilled, foodservice, OTC and healthcare brands.

We are a dynamic, innovative and privately owned company who continuously invest in our people, brands and business.



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**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.**



Our company provides an all Ireland sales structure which covers all key trade channels within the Retail Multiples, Wholesale, Cash & Carry, Forecourt & Convenience, Independent & Impulse, Pharmacy and Foodservice. In addition we offer extensive field based coverage of the complex chilled and frozen sectors through a van sales operation delivering to the independent trade. Our sales teams have 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



# Other Services



**In addition to providing total sales coverage we also provide a range of bespoke services for brand owners who require a tailored outsourced solution in the following areas:**



The marketing 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 marketing team also has expertise in planning and supporting specific NPD launches from initial concept to launch.

## Consumer Marketing

We provide consumer marketing support in the following areas:

- Developing and translating consumer advertising and promotional strategies at a local level
- Implementing plans locally through advertising and public relations across all relevant media and promotional channels
- Consumer insight and qualitative & quantitative programmes with local research agencies
- Buying media space
- Management of third party agencies
- Managing expenditure to ensure maximum exposure
- Performance and ROI analysis

## Trade Marketing

We provide trade marketing activity support in the following areas:

- Developing promotional strategies
- Performance and ROI analysis
- Co-ordinating product launches
- Market intelligence/customer insight – Ac Nielsen, Scantrack, Dunhumby
- Managing promotional expenditure
- PR support and trade press liaison
- Trade show activation at key industry events
- Buying media space
- Managing third party agencies



# Other Services



## Customer Services

Our customer services department ensures that all orders are processed effectively from receipt of order through to invoicing:

- Order capture – all formats – email/EDI/fax/telephone
- Order processing
- Order tracking

## Invoicing

The administration department is responsible for the creation of around xxx 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 create and maintain their own expensive electronic interface as demanded by some customers.

## Credit Control

The credit control department assess the risk and provides credit limits for thousands of accounts serviced by SHS Sales & Marketing. The department is responsible for the collection of all business debts across all trade sectors.

## Finance/Insurance

The brand owner benefits enormously from the substantial reduction in overhead costs required to service numerous customers in the FMCG sector. Cashflow and working capital improve as one payment is received on-time every-time from SHS Sales & Marketing, rather than 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.

## Logistics

We have a centralised logistics department that can offer tailor made solutions to meet the needs of our brand owners. Services provided include:

- Warehousing in NI and ROI
- Consolidated distribution network throughout Ireland delivering to all points across the Island of Ireland on a daily/weekly basis
- Ambient, frozen and chilled capabilities

## Quality Assurance

The quality assurance department acts as a valuable service to our brand owners. The department carries out a number of functions:

- Consumer complaint administration
- Product recall handling
- On-going evaluation & sampling
- Crisis management and product recall handling
- Waste packaging
- Hygiene Training
- Health & Safety management at Trade Shows