

# Retail readiness and growth support

## Helping your products succeed with retailers.

**Getting your products into retail can unlock significant growth, but securing a listing is only the first step. Long-term success depends on having the right proposition, pricing, supply capability, and retailer relationships in place. SAC Consulting can help businesses prepare for, secure, and grow successful retail partnerships.**

Whether you're approaching your first retailer or looking to grow existing listings, we provide practical support to help you maximise sales, strengthen retailer relationships, and build a sustainable route to market.

### Why work with retailers?

Retailers can provide access to thousands of customers and create major opportunities for business growth. However, they expect suppliers to be commercially prepared, reliable, and capable of supporting sales performance. Whether you supply food and drink, consumer goods, health and wellbeing products, artisan products, or manufactured goods, we can help you navigate the retail landscape with confidence.

### Our support helps businesses to...

- Develop a compelling proposition and retailer pitch
- Understand pricing, margins, and profitability
- Improve packaging, branding, and shelf presence
- Plan production and stock requirements confidently
- Build strong relationships with buyers and category managers
- Increase sales and maximise listing opportunities



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## How we can help

### Retail strategy and buyer readiness

Before approaching retailers, we'll help you assess your proposition and identify the best route to market. Together, we'll define your target retailers, understand customer demand, and ensure you're ready for buyer conversations.

### Retail pitch development

Retail buyers see countless product proposals every year. We help you develop a professional, compelling pitch that clearly demonstrates:

- Why customers will buy your product
- What sets you apart from competitors
- The value you bring to the retailer
- Sales and growth potential

### Pricing and commercial planning

Getting pricing right is critical. We'll help you understand retail margins, promotional costs, and pricing structures to ensure your products remain competitive while protecting profitability.

### Shelf presence and marketing

Strong products need strong presentation. We can help improve packaging, branding, merchandising, and marketing activity to maximise customer appeal and support sales performance once products reach the shelf.

### Supporting sustainable retail growth

Securing a listing is just the beginning. We help businesses build long-term retailer relationships and develop the systems needed to support growth.

## Our support includes:

### Joint business planning

Working with retailers to develop shared growth plans, promotional calendars, sales targets, and new product opportunities.

### Forecasting and stock planning

Helping you forecast demand, manage inventory, plan production, and avoid costly stock shortages or overproduction.

### Account management support

Supporting supplier-retailer relationships through buyer meetings, performance reviews, growth planning, and ongoing commercial discussions.

### New product development and launches

Identifying opportunities to expand ranges, launch new products, and strengthen your position with existing retail partners.

### From first meeting to long-term success

Successful retail relationships are built on preparation, strong commercial foundations, and ongoing collaboration. Our team provides the expertise and practical support needed to help you approach retailers with confidence, secure opportunities, and grow sustainably.

Whether you're preparing for your first buyer meeting, launching a new product, or looking to strengthen existing retailer relationships, we'll help you create the right foundations for long-term success and profitable growth.

**Ready to take your products further? Contact businessgrowth@sac.co.uk to discuss your goals and access tailored support.**