

A stylized sun graphic consisting of a solid yellow circle with several short, curved yellow lines radiating from its top-left edge, set against an orange background.

Understanding the Buyer

NIFDA – Harry Hamilton

Profile of a buyer

The Buyer Mindset

What is going on in a Buyer's head?

Price Increases

Performance v Budgets

Weather Forecast

Own Label

Availability

Category Performance

Range Reviews

Promotion deadlines

Funding Budgets

Terms agreements

Supplier Emails



Profile of a buyer

Buyer type?

Conversational or Straight to the point?

Friendly or Functional

Looks after upwards of 80 plus suppliers

Time starved

May travel a couple of days per week

Will be working on a number of range reviews – TIMING
IMPORTANT

Plan up to a year in advance for a Multiple Buyer

Profile of a buyer

Their Expectations

You will Promote and you will fund Promotions

You will deliver 100% of the order

You will offer Marketing Support and an Over-rider / LTA

You will not cause me sleepless nights

You will make my job easy

You will provide all of the information I need when I ask for it

You will reply to my message or return my call even if I ignore you for weeks and months



Understanding the needs of a Buyer

• The Buyer Role

- What are their objectives
- What do they need to achieve
- Who are they responsible too
- What is their background



Understanding the needs of a Buyer

- The Buyer Role :-
- What knowledge do they have on your sector
- Do they need your product
- What pressure are they under to achieve KPI's
- Do they want to increase the category or do they want to increase the margin





Understanding the needs of a Buyer

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Understanding the needs of a Buyer

- Buyer questions :-
- Has the supplier got a dedicated account manager
- Will the supplier be able to accommodate the buyers needs throughout the launch process and beyond
- Will the supplier be able to actively promote (first hand) their product(s) across the retailer outlets / sales teams
- Will the supplier be able to drive sales through direct contact with the Retailer customers

Understanding the needs of a Buyer

- SUPPLY CHAIN:-
- Does the supplier understand the supply options required /available
- Will the supplier be able to have the flexibility to meet the fluctuating demand experienced due to season / promotion
- Will the supplier be able to adhere to the internal service level targets
- Will the supplier meet the pallet size / minimum drop requirements



Understanding the needs of a Buyer

- SUPPLY CHAIN:-
- Can the supplier deliver a min of twice a week, day 1 for day 3
- Can the supplier ensure the min shelf life is adhered to
- Will product labelling be satisfactory
- Does the supplier understand the varying needs of end-users and how to deal with them



Understanding the needs of a Buyer

- TECHNICAL / QUALITY ASSURANCE / MARKETING:-
- Does the supplier have SALSA / BRC
- Does the supplier have a HACCP process fully documented
- Does the supplier understand the GMO requirements of the wholesaler
- Does the supplier have full product details available for the retailer (Ingredients, Nutrition, specification etc.)
- Does the supplier have a customer complaints process



Understanding the needs of a Buyer

- TECHNICAL / QUALITY ASSURANCE / MARKETING:-
- Can, if required, the retailer visit / audit the suppliers premises at any time
- Does the supplier have a recall plan in situ
- Can the supplier provide full traceability for products & ingredients
- Does the supplier have photography of all relevant products for use by the wholesaler

Understanding the needs of a Buyer

- COMMERCIAL:-
 - Do the suppliers understand:-
 - The relevant product category within the retailer
 - Where the retailer position themselves within the relevant product category
 - What are the likely price points
 - How branding and private label work within the categories
 - What are the competing products / brands



A Win Win conclusion

The art of Compromise,
everyone must get enough
to satisfy their needs or overheads

Profile of a
buyer



**Atlantic
Food
Export
Project**

