



HOW M2E ADVISORY IDENTIFIED GROWTH FOR A SPECIALTY RETAILER THROUGH A PRICING TRANSFORMATION

AT A GLANCE

Challenges

- Pricing related market share decline
- Poorly defined category management processes
- Lack of internal alignment

Results

- Improved sustainable pricing strategy
- Better internal processes
- Broad agreement on next steps

OBJECTIVE

Evaluate pricing, category, and cost management practices and identify opportunities in people, processes, and technology. Develop a detailed roadmap to close gaps compared to best practices and prioritize actions to enhance competitiveness.

RESULTS

“Get Price Right”

Accelerated the "Get Price Right" initiative to ensure pricing sustainability.

CHALLENGE

Facing market share decline, a specialty retailer resorted to unsustainable pricing tactics to mitigate losses, resulting in an unfavorable pricing position. Strategic pivots exacerbated by poorly defined category management processes compounded the issue. Moreover, inflationary pressures strained the retailer's cost position, forcing difficult decisions regarding pricing adjustments to remain competitive.

SOLUTION

M2E Advisory spearheaded a comprehensive evaluation of the retailer's pricing, category, and cost management practices, scrutinizing people, processes, and technology. By conducting a thorough gap analysis against industry best practices, M2E developed a detailed action plan and roadmap to rectify identified deficiencies. Leveraging its expertise, M2E facilitated internal executive alignment on politically divisive topics, paving the way for decisive actions to address the challenges at hand.

Improved Segmentation Process

Formulated a preliminary B2B customer segmentation strategy to better target market needs and preferences.