

The Carrefour Group on a changing global retailing market

Supplier/Retailer renewed relationships

Supplier/retailer: Common goals, Shared Responsibilities

- Innovation cycle
- Customer Service ratio (% of Fill)
- Customer Database analysis
- CPFR and joint management of inventory





The Carrefour Group purchasing procedures

- Two ways to sell to the Carrefour Group
 - Private Labels
 - National brands

International Private Labels Organization Carrefour DCAG-DIA



Activity

- **Purchasing turnover: 3,6 billions €**
- **Multi-format retailers:
Hypermarket, Supermarket,
Convenience, Hard-Discout,
Cash&Carry.**
- **5 main countries:
France, Spain, Italy, Belgium, Greece**
- **52% of national ranges**

Goals

- **Purchasing & Selling
competitiveness**
- **Quality / Product Innovation**
- **Supplies guarantee**

Food Private Label Segmentation

SPECIFIC
RANGE

CARREFOUR « Sélection »



CARREFOUR « AGIR »
Including topics: Bio, Nutrition, Solidaire

CORE
MARKET

CARREFOUR

Including topics: baby, kids, light, les cosmétiques, men

BASIC
RANGE



An illustration: Chocolate bars segmentation



Common calls for tender

“DCAG – DIA International”

★ International peculiarities





National Brands purchasing procedures

- Three levels at which products can be marketed:
 - ⇒ Local
 - ⇒ Regional
 - ⇒ National
- However there must always be a demand for the product and brand from our consumers
- We will study the average weekly sales potential of the product by comparing it to its product family

National Brands Purchasing Procedures

- To work with the Carrefour Group in France, we will study:
 1. Awareness of the brand in France
 2. Innovation or tradition associated with the product
 3. Media plans
 4. Ways of maximising the appeal of the product
 5. Sales potential of the product in its sub-family
 6. The mass margin we can develop
 7. Logistics methods and responsiveness

- Our local, regional and national teams will be open to your proposals to create value for the entire supply chain