

Services

- Expanding distribution in the Balkans in FMCG, OTC, FS
- Business Management
- Business Planning
- Route to Market
- Negotiations
- Revenue Management

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Founder

Stevan Popević

20+ years of professional experience and success in different industries, categories, and geographies. Started professional journey at **Procter & Gamble** finance department, transferred to Customer Business Development (Sales), transitioned to **SSL International (Reckitt Benckiser)** in different commercial and general manager roles in the Balkan and Central European markets. From brand building moved to distribution building at **Nelt Group** (one of leading distributor & production companies in Balkans), establishing Nelt Pharmaceuticals (OTC/FS distribution), leading sales and marketing organization in retail segment.

Experience / Approach / Why us?

After 20 years in the industry, we decided to alter the direction. Nowadays, we share our passion by helping others. Talk to us today as to how we can **support your growth, increase your turnover, and put you on a solid track to success and profit.**

Our services include comprehensive consulting to help you identify gaps and opportunities, a comprehensive report that includes a project plan with timelines and milestones, a cost analysis, and a schedule. We also offer a suite of quality products that will help you get there quickly and smoothly. That's how **we ensure your success.**

Business mentors are the key — that's why when it comes to client selection, we are choosy. We want to give each of you the time and guidance you deserve. Whether you're seeking a strategic alliance with the right partner or a special skillset or tools, call us today. Together we'll create and refine your plan for success. **We didn't get there alone. And neither will you.**

Our most wanted services

Expanding business in the Balkans for FMCG, OTC, FS

If you are looking to expand your business in Balkans, if you are in search for **exclusive distributor** by market, **regional full-service distributor** representation, or **direct customer** approach we can (1) establish the connection, (2) agree the cooperation, and (3) follow through/oversee the implementation.



Route to Market (R2M)

If you are looking for **R2M recalibration**, to **attract new customers** and **consumers**, effective **usage of overall trade spending**, **channel investment optimization**, ways to handle **pricing**, we can guide you through the process and together with you find the best solution for your business.

Revenue Management

*with special focus on optimization of promotional investment and improvements in return on promotional investment

Revenue Management – Explained
We Develop Strategies!

Our Growth Framework

will transform your business by informing decisions on the 5Ps:



PORTFOLIO STRATEGY

Understanding your consumers and building the right portfolio; pricing by brand and channel

+



PRODUCT ASSORTMENT & MIX

Leveraging your portfolio to place the right SKUs in the right channel(s)

+



PRICING STRATEGY

Driving margin through a differentiated price - pack architecture

+



PROMOTIONAL EFFECTIVENESS

Optimizing promotional strategy for positive Return On Investment

+



PARTNERING WITH CUSTOMERS

Establishing trade terms and investments; trade optimization; customer objectives

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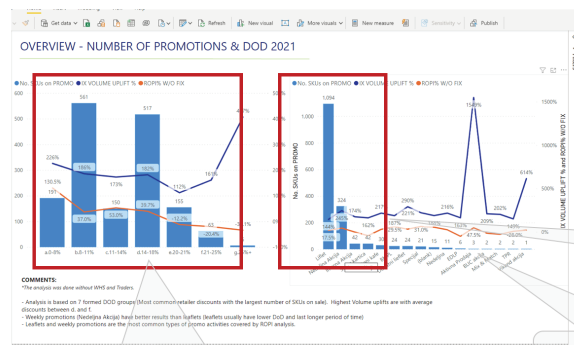
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Revenue Management - Deliverables

Promotional effectiveness – ROPI example 1



ROPI overview by type of promotion in a given period

Suggested sales is providing the highest volume uplift

It's clear that company could focus better on certain brackets of promo depth, which are providing better volume uplift.

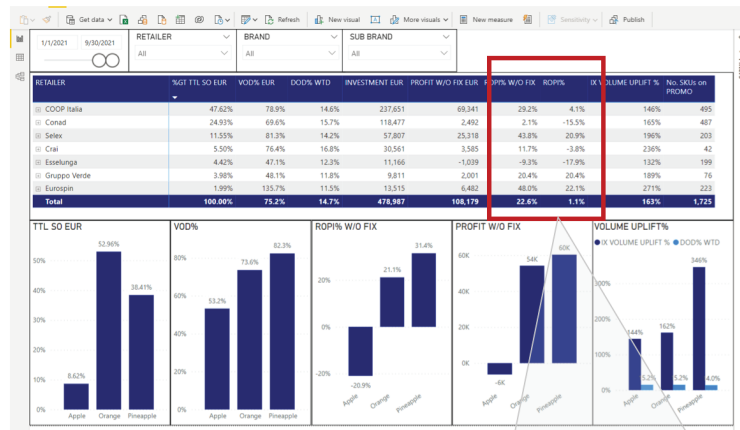
ROPI reporting and planning tool,

Better understanding of return on promo investment by type of promo investment in relation with DoD



Revenue Management - Deliverables

Promotional effectiveness – ROPI example 2



It's clear from example above that promo activities at different customers generate different return on investment, thus, as next steps: a) change the promo activity plan at customers with low rotation b) shift investment to more profitable brands/customers

ROPI reporting and planning tool

Better understanding of return on promo investment by retailer/brand/SKU/month/quarter/year

Why we do our job?

There is a joy in seeing our work grow together with our partners. It's a journey of constant learning and evolution. **Developing our partners, we develop ourselves and vice versa.**

Your business is our business. We believe in making your goals a reality and our experts know just how to do that. We're prepared to help you at any level, from impartial advice or practical **assistance helping you make the most of every opportunity.**

We are professionals that thrive on sharing our experience and knowledge to help you make a success of your business. Our track record proves that clear communication and expert collaboration will **boost your bottom line.**

Clients:

