



## **Success Story**

### **Wholesale-Distributor of Retail Products**

#### **Benefits**

A new optimization model/tool allowed this Wholesale-Distributor of Retail Products the ability to ascertain and select certain products from their suppliers given various pricing and storage constraints.

The enhanced spreadsheet model provided this Wholesale-Distributor the opportunity to improve their promotional product selection process and provided them the potential to realize greater savings. The improved selection process created additional value to their customers with reduced rates on promotional products.

#### **Objectives**

This Client is a broad-based national wholesale distributor of convenience store products. They warehouse and distribute a vast number of products including candy, tobacco, snacks, health and beauty aids, automotive and cleaning supplies, and general merchandise. This Wholesale-Distributor has multiple warehouse locations and has the opportunity to purchase promotional products from their suppliers (manufacturers) under discounted prices and terms.

They desired to improve their multi-period promotions selection process given the limited warehouse space available to stock the promotional products.

#### **Our Solution**

Profit Point worked with the client to discover and understand their promotional product purchase practices. Profit Point identified areas where changes to their current process and tools needed improvement.

Profit Point developed an optimization model to allow this Wholesale-Distributor the ability to identify and select certain products over others from suppliers given the limited warehouse space, product shelf life and promotional price savings. The model provided their personnel the opportunity and potential to improve promotional product purchase practices.