



Case Study

PRICE POTENTIAL ANALYSIS

CASE STUDY: PRICE POTENTIAL ANALYSIS

Customer: Building materials

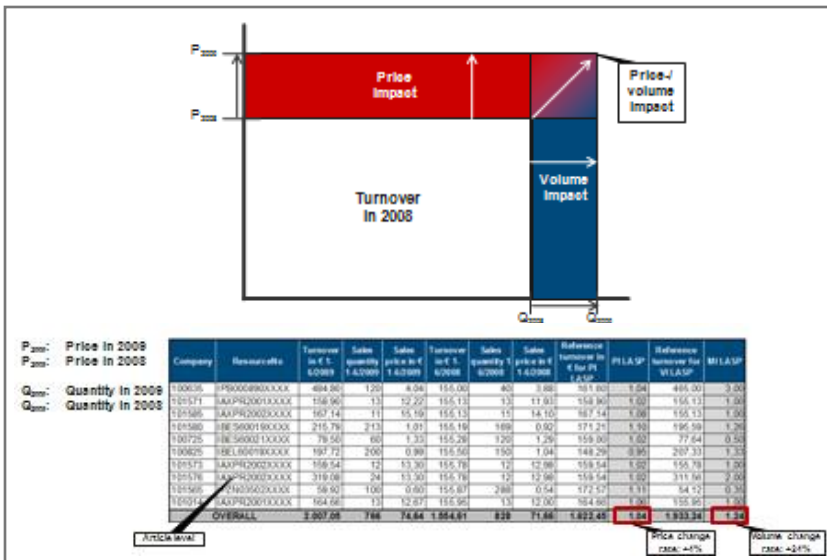


TASK

- ▶ Increase of internal price transparency
- ▶ Management tool to monitor pricing in affiliates
- ▶ Continuous measurement of pricing KPI's
- ▶ Margin increase: 2%

BENEFIT

- ▶ Individual reports for affiliates
- ▶ Quantified potentials of 2,2 Mio.
- ▶ Action planning with country representatives
- ▶ Training of sales managers in KPI usage



CONTACT

Schuppar Consulting

is a specialized consulting company with focus on Price Management. We help our international clients to improve their pricing performance in Sales and Marketing as well as in Purchasing.

Our services include strategic management consulting and process support as well as training and coaching measures.

Driven by the combination of analytical expertise and strong people and training skills our clients appreciate the measurable results and sustainable positive impact on their business success.

Contact

Dr. Bjoern Schuppar

Tel.: +49 (211) 83 68 05 08

bjoern.schuppar@schuppar-consulting.com

Schuppar Consulting Ltd. & Co. KG

Gruenstraße 23

40212 Duesseldorf

Germany

www.schuppar-consulting.com