

GCA Critique and the Savvy Use of the Code



David Sables

CEO Sentinel Management Consultants

The Next 40 Minutes...

**Today's
challenging
climate**

**What suppliers
say about
GSCOP**

**How to use the
code more
effectively**

**Your
questions**

Grocery Industry is in Challenging Waters



Tough Economy
Price vs Choice
Changing shoppers
Highest Competition
Supermarket Range Culling
Pressure on Suppliers

GCSOP is viewed positively... ...but suppliers see futility in engaging



Force for Good

**Some wins achieved
Compliance officers
Retailer training
Calls for extended remit**



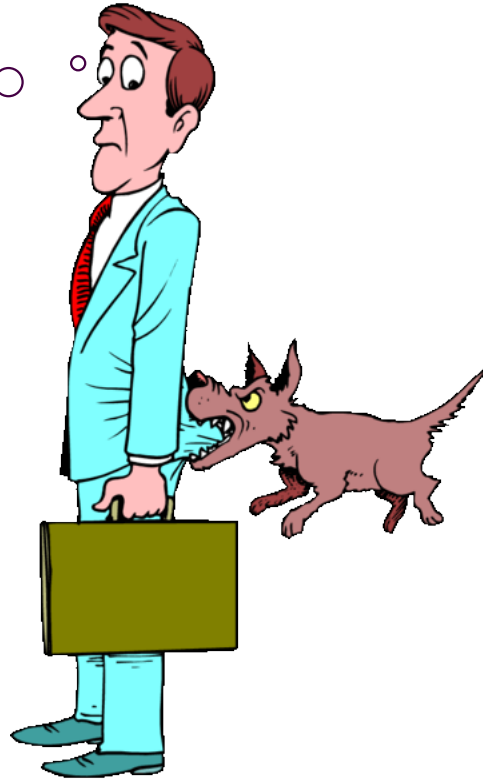
Climate of Fear

**Ambiguous code
Long process to failure
Inappropriate approach
Why Tesco investigation?**

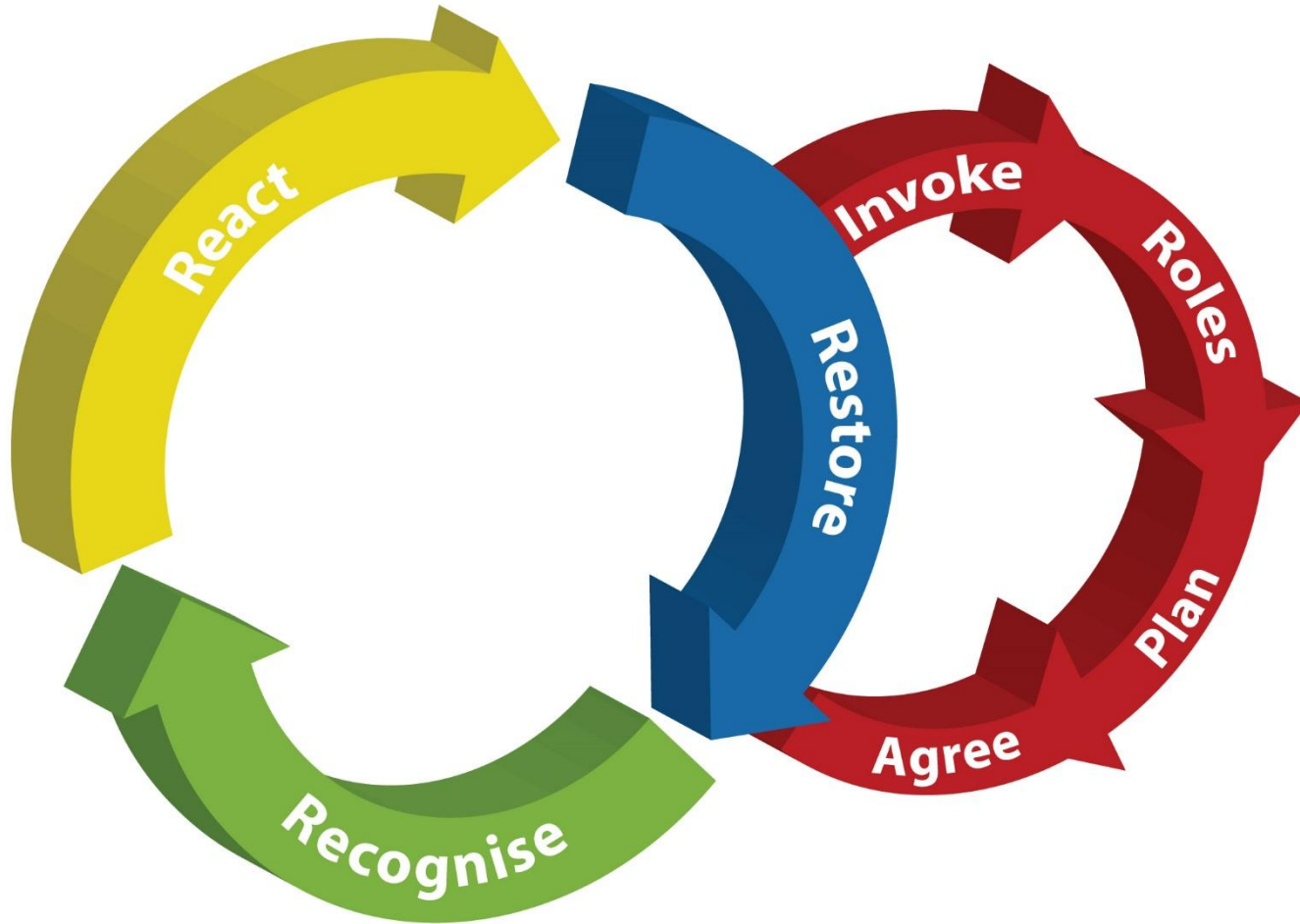


Bullying or Just Negotiation?

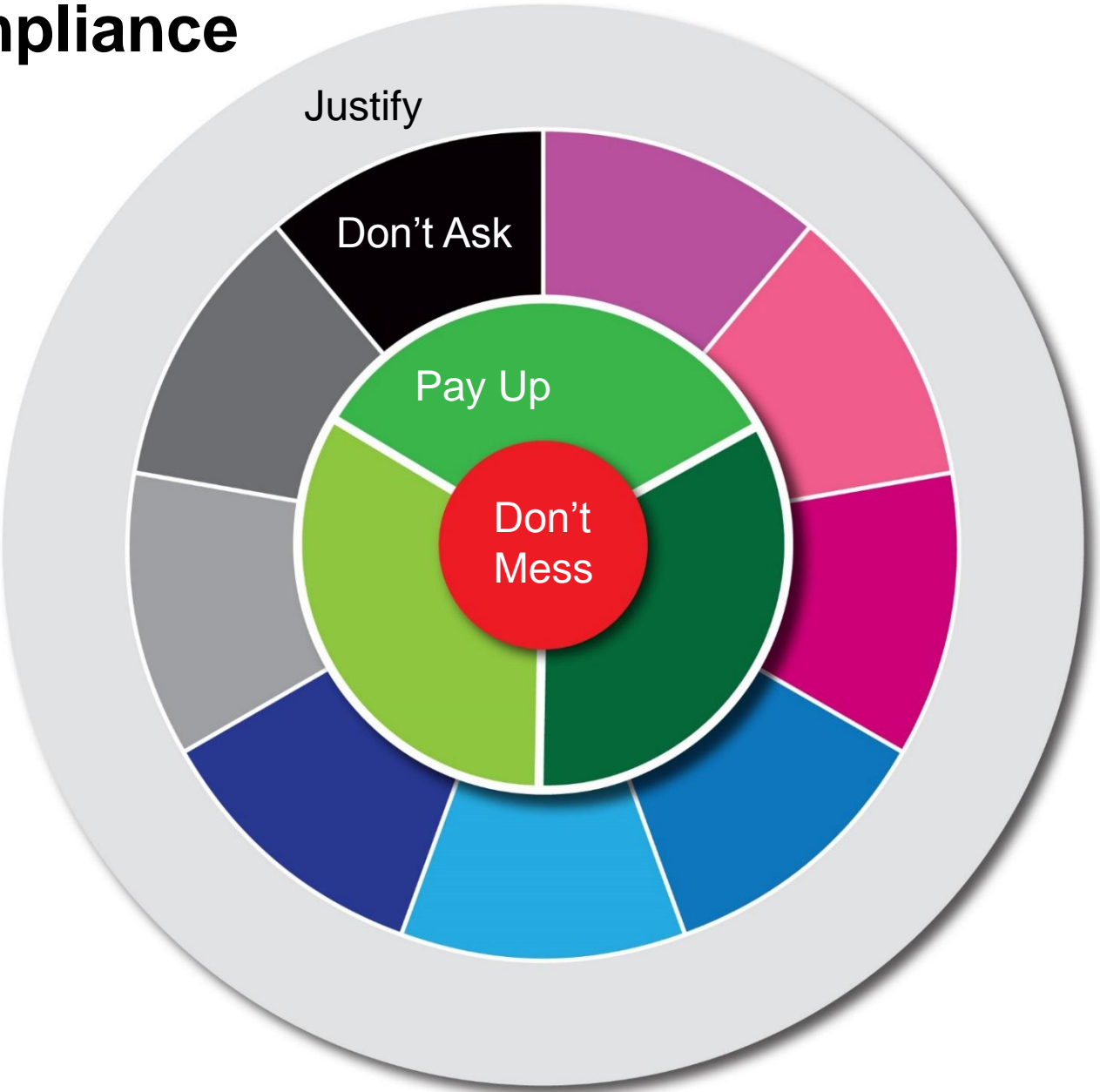
Can
GSCOP
help?



The best way to use GSCOP... ...is not to use GSCOP



The Compliance Clock



Use the code in a savvy way to avoid invoking it

Assign responsibility outside Legal

Train 'commercial' dialogue

Recognise React and Restore



David Sables

SENTINEL



david.sables@sentinelmc.com