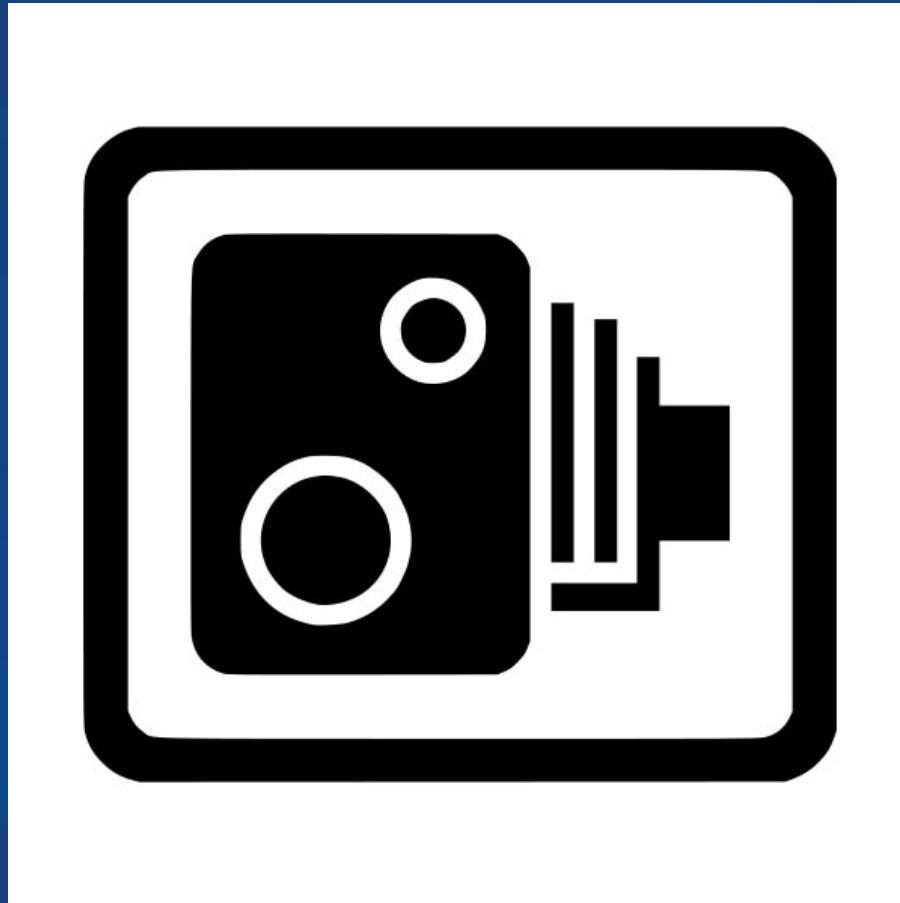




GSCOP, suppliers and trade associations

22nd June 2015

The voice for brands





Content

- Introduction to British Brands Group
- GSCOP and suppliers
- The role of trade associations
- The GSCOP/GCA Training Course
- Conclusions



British Brands Group



The voice for brands



The GSCOP in context

- GSCOP and GCA a unique approach
- The Supply Chain Initiative covers Europe
- Ireland, Norway and Australia are developing codes
- Authorities in Canada are investigating Loblaws



Role of trade associations

1. Address prevalent problems collectively
2. Ensure members are informed
3. Support members to address problems themselves
4. Seek clarity from regulator and officials
5. Provide input and commentary to influence policy thinking



The GSCOP / GCA Training Course

- A course for all suppliers



The GSCOP / GCA Training Course

- A course for all suppliers
- Other trade association partners



The GSCOP / GCA Training Course

- A course for all suppliers
- Other trade association partners
- Full day course with exercises and case studies



The GSCOP / GCA Training Course

- A course for all suppliers
- Other trade association partners
- Full day course with exercises and case studies
- Attendees from a range of categories and disciplines



The GSCOP / GCA Training Course

- The course objectives...

To understand GSCOP – its background and key elements

To understand the role of the GCA

To be confident to use them, including in negotiations

To better safeguard their businesses against unfair dealing



“Level of knowledge of trainers and right balance between PowerPoint and interactive elements”

“I enjoyed the course throughout the day and would recommend to all commercial colleagues”

“Gave a really good understanding of the code and about what it does and doesn’t cover”

“Finding out what GSCOP was all about – I knew very little before the course”

“The understanding that suppliers big and small have common issues with designated retailers”

“Excellent course. Very informative and enjoyable”



GSCOP – Retailer practices 2015

	Top issues for respondents <i>Last 6 months</i>	GCA Priority?
1	Poor retailer compliance to agreed activities	
2	Requirement for lump sum payments	★
3	Unreasonable audit claims / forensic auditing of old promotions	(★)
4	Deductions from trading accounts without agreements	★
5	Unwarranted and/or excessive fines and charges	★



Conclusion

- The GCA is making the GSCOP work
- The UK is leading the way in tackling unfair practices
- Suppliers are key to GSCOP's success
- A meaningful role for trade associations
- Training inspires confidence and provides practical tools

Forthcoming dates: 15th September Windsor
 17th September Doncaster



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