

Key success factors for planning the future

- ❑ **Consumers Insights** & Trends spotting
- ❑ Several **Contingency plans** for dynamic decisions: begin with the Worst-case scenario.
- ❑ **Agility** is the most important muscle
- ❑ Try to **do good** (in favor of your customers / consumers)



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- ❑ Several **Contingency plans**: begin with the Worst-case scenario.
 1. **Design** the future according to what you know
 2. **Challenge** Current plans:
Keep/Change/Missing
 3. **Create** initiatives
 4. **Execute** with agility



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RECESSION



Consumer demand factors

Consumer confidence decreasing

Consumption decreasing

Rising consumer prices

Disposable income being squeezed

Mortgage default consumer credit

Margin factors

Retailer power increasing

Rising input costs

Key Marketing focuses for the New Normal

- ☐ The people
- ☐ Focus on Core Business
- ☐ Strengthen market share
- ☐ Trust, Trust, Trust!
- ☐ Superior quality is non-negotiable
- ☐ Fuel the budgets by savings & ROI
- ☐ From “Price talk” to “Value talk”



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