

Retail Opportunities + Insights brought to you by Hamacher Resource Group, Inc.

[View this email in your browser](#)



Volume 3 Issue 4



## On the merger or acquisition hunt?

When looking for brands to acquire, recognize that **unit movement** history does not tell the whole story of the brand's future potential

From SKUs acquired  
in second and  
third quarters of 2016\*



You must review other key indicators, including:

- ▶ Alignment with your strategic vision
- ▶ Promotional history activity
- ▶ Channel acceptance
- ▶ Breadth of line
- ▶ Stage in product life cycle
- ▶ Consumer acceptance

\*Based on a review of the four quarters prior to acquisition. From HRG's independent HBW data.

Learn more about how to analyze key indicators

Click here



## Resolution: Review my pricing strategy

*By Donna Boulieu*

Manufacturer suggested retail prices (MSRPs) — also referred to as “retails” — are the eggs of the pricing world...or are they the chickens? Which comes first? Is the development of the MSRP based on competitive market factors, backing into a list price to ensure profitability? Or does the process begin with a list price based on cost of goods and then the development of an MSRP to ensure profitability? Like most manufacturers, you conduct regular reviews of your cost of goods and various costs along the supply chain but are you also...[Read more](#)

---

## Resolution: Review my marketing plan



*by Cari Sass*

Your marketing plan is a roadmap for your branding and promotional goals and activities as well as your intelligence gathering throughout the year.

While there is always sincere intention of following the marketing plan, we all know how easy it is to get sidetracked, and all of a sudden what you hoped to accomplish is a memory. That's why I recommend you make it an annual resolution to check your progress against your marketing plan a few key times during the year...[Read more](#)

---



## Upcoming events

SEP  
11-14  
ECRM Health Care  
EPPS

SEP  
13-14  
CHPA Meet the  
Manufacturer

OCT  
14-18  
NCPA Annual  
Conference

## Popular posts

[Resolution: Make a  
commitment to my community](#)  
[Your brand is the star in  
glamour images](#)  
[High-quality images are a must!](#)  
[Think beyond the box](#)

The Most Important **20 Minutes** of Your Year



### Buyer presentations

With **20 minutes or less** to make an **impact with buyers**, being prepared with a **concise presentation** that **speaks to the buyer's mindset is a must**.

HRG recently published, [The Most Important 20 Minutes of Your Year, Buyer Presentations: A Guide for CPG Manufacturers](#). After helping many CPG manufacturers improve their buyer presentations over the last several years, we decided to author an e-book that offers an overview of key elements that should be considered when crafting the important presentation. With 35+ years of HBW industry expertise, we can help you create a dynamic, memorable presentation. [We offer three packages](#) to help you put your best foot forward. Contact us to learn more!



Facebook



Twitter



Website



LinkedIn

