





Shared Service Procurement

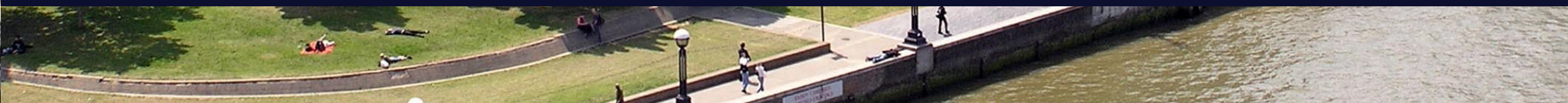
September 2013



 Marketing Procurement

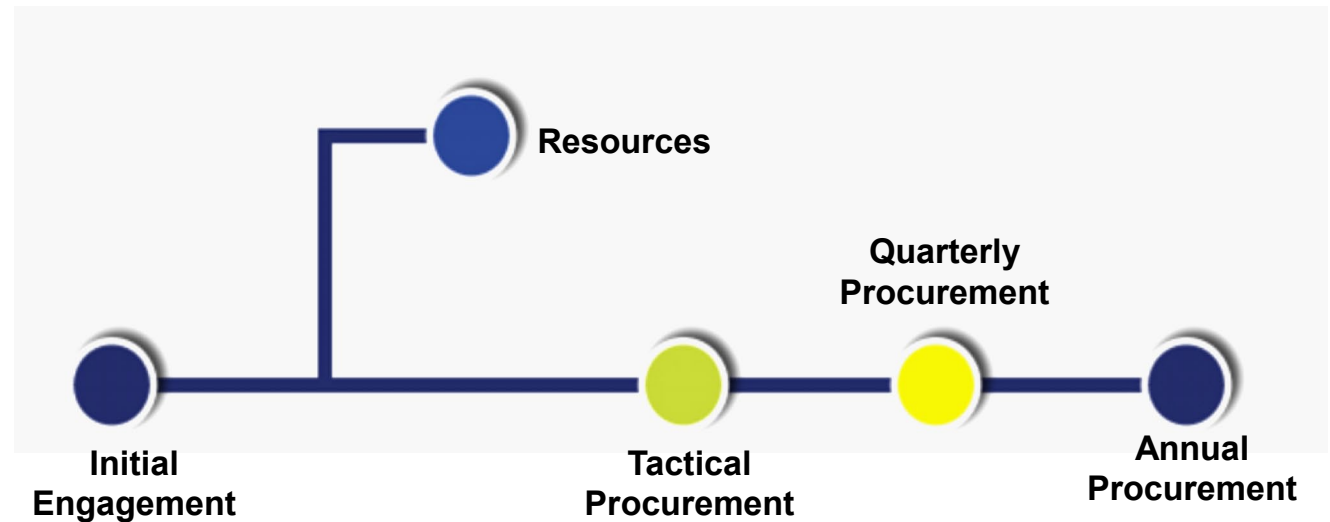
 Marketing Effectiveness

 Shared Service Procurement



Our shared service procurement solution provides a unique marketing procurement methodology that allows businesses of all sizes to tap in to truly expert marketing procurement on an 'as and when required' basis.

Organisations face increasing pressure on headcount and yet it is clear that in order to maximise marketing investment, procurement needs to play a greater role. Shared services procurement is able to fill both short and long term gaps, either on a category level or across the entire marketing spend. Utilising deep category knowledge, as well as best in class procurement methodologies, this offering provides a structured and measured approach aimed at delivering on strategic and tactical goals.



Initial Engagement

- Spend analysis
- Opportunity analysis
- Supplier engagement models
- SLAs and Scorecards
- Category management plans

Tactical Procurement

- Supplier negotiation planning
- Major supplier negotiations
- Pitch management
- ERFX tendering

Quarterly Procurement

- Category trends
- External benchmarks vs actual paid
- Supplier review / SRM
- Supplier recommendations
- Compliance monitoring

Annual Procurement

- Contract audit and review
- Contract calendar monitoring
- Remuneration model review
- Skills audit
- Training assessment
- ROI analysis – overview
- Procurement GAP analysis

No contract – we're so confident that we can deliver real results on an ongoing basis that we won't tie you into a contract.

Where organisations are unable to fully engage with marketing because of lack of resource or they lack the depth of expertise in their procurement department, the Marketing Factory is able to provide a shared services model that allows them to tap in to expert marketing procurement either across the entire marketing spend or on a category by category basis.

Shared service procurement is a low cost comprehensive solution that allows companies to deliver on both tactical and strategic goals.

Our teams work with your internal stakeholders in the same way your own procurement team would.

They will perform an opportunity analysis on a category by category basis and then will work with you quarterly, annual and tactically to ensure that the maximum value is derived from your marketing spend.

By having the right level of expertise, at the right time, in the right category it will ensure that stakeholders are reassured that procurement is bringing real value and insight to their marketing activities.

Our ultimate goal is to ensure that your marketing investment goes further and because we operate on a contract-less basis our teams are incentivised to work with your internal and external stakeholders to drive the agenda forward.

“Shared service procurement offers specialist resource covering all areas of marketing spend allowing us to identify and deliver significant transformational and value benefits on an ongoing basis”

For further details contact

Milan Panchmatia
Director
Marketing Factory Ltd
The Kensington Centre
66 Hammersmith Road
London W14 8UD

milan.panchmatia@marketing-factory.co.uk

www.marketing-factory.co.uk

+44 (0) 7950 927555

+44 (0) 2076 051699