



# Trade Fund Management

Trade funds are the lifeblood of retail profitability, yet many organisations leave significant money on the table due to fragmented processes. While 30-35% of total sales are typically driven by promotions, the vital function of negotiating and collecting these funds is often trapped in outdated spreadsheets and manual emails.

Retail Express (RE) provides the **Real-Time Operationally Collaborative Merchandising™** infrastructure to transform your trading teams from administrative coordinators into strategic negotiators, moving your business toward a fully collaborative, high-yield funding model.

## The Path to Strategic Autonomy

Retail Express partners with retailers to navigate three distinct stages of supplier relationship digital transformation:

### Stage 1. Foundation

#### Data Accuracy

Eliminating manual “data dumps” and spreadsheets to establish a “Single Version of Truth.” Implement digital contracts with full audit trails for every negotiation.

### Stage 2. Optimisation

#### Semi - Automation

Introducing real-time visibility to event calendars and deal terms. Automate compliance enforcement against brand business rules and pricing guardrails.

### Stage 3. Autonomy

#### AI - driven Strategy

Extending AI-powered forecasts and predictive “what-if” simulations directly to the supplier. Systems dynamically manage joint business plans and funding expectations autonomously.

## Transform your pricing into a growth engine.

Retail Express – Intelligent. Integrated. Profitable.

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# Solving the “Admin Drowning” Challenge

In a typical £10B retailer, trade fund budgets can exceed £500M. Without specialised tools, Traders spend more time on data entry than on strategic planning.

## One Purpose-Built Solution

RE brings Traders and Suppliers together in a single environment to plan, negotiate, and execute promotions and deals.

## Operational-Quality Data

Moving beyond simple file transfers, RE uses granular, basket-level data to ensure forecasts are accurate enough to drive actual product production.

## End-to-End Workflow

Frictionless interaction across the entire cycle—from plan proposal and signature to automated pro-forma invoicing and results evaluation.

## Operational Excellence & ROI

Moving to a collaborative merchandising system isn't just a process improvement—it's a critical revenue driver.

### Proven Financial Impact

Retailers utilising these tools can meaningfully increase trade funds (indexing YOY at >105%) while reducing the cost and timescale of collection.

### Audit-Ready Compliance

2-party authentication and automated digital contracts ensure no promotion runs without a locked-in agreement, virtually eliminating collection discrepancies.

### Risk Mitigation

Full audit trails and daily task notifications ensure that personnel changes or work backlogs never result in missed funding opportunities.

## Strategic Impact: From Admin to Architect

With Retail Express Trade Fund Negotiations, the Buyer's role is redefined. Instead of chasing spreadsheets, they define the collaborative strategy:

- **Joint Business Planning**  
“How do we align our annual volume and margin expectations with this specific supplier?”
- **Win-Win Outcomes**  
“How can we use shared real-time data to create better offers that fuel customer delight?”
- **AI-Enabled Insights**  
“What is the predicted ROI of this promotional theme before we commit to the contract?”

**The Bottom Line:** Real-time visibility and AI-driven transparency remove the “misunderstandings” that stall retail growth, enabling a 2-way flow of information that maximises revenue and profit.

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