

World Brands Services

A Partnership For Continuous Growth





WORLD
BRANDS
SERVICES
A DIVISION OF GK FOODS & SERVICES LTD.

REPRESENTING QUALITY BRANDS
PROVIDING EXCELLENT SERVICE



WORLD BRANDS SERVICES

Division of GK Foods & Services Ltd

- **Vision:**

- To be the distributor of choice for leading fast moving consumer goods in Jamaica.**

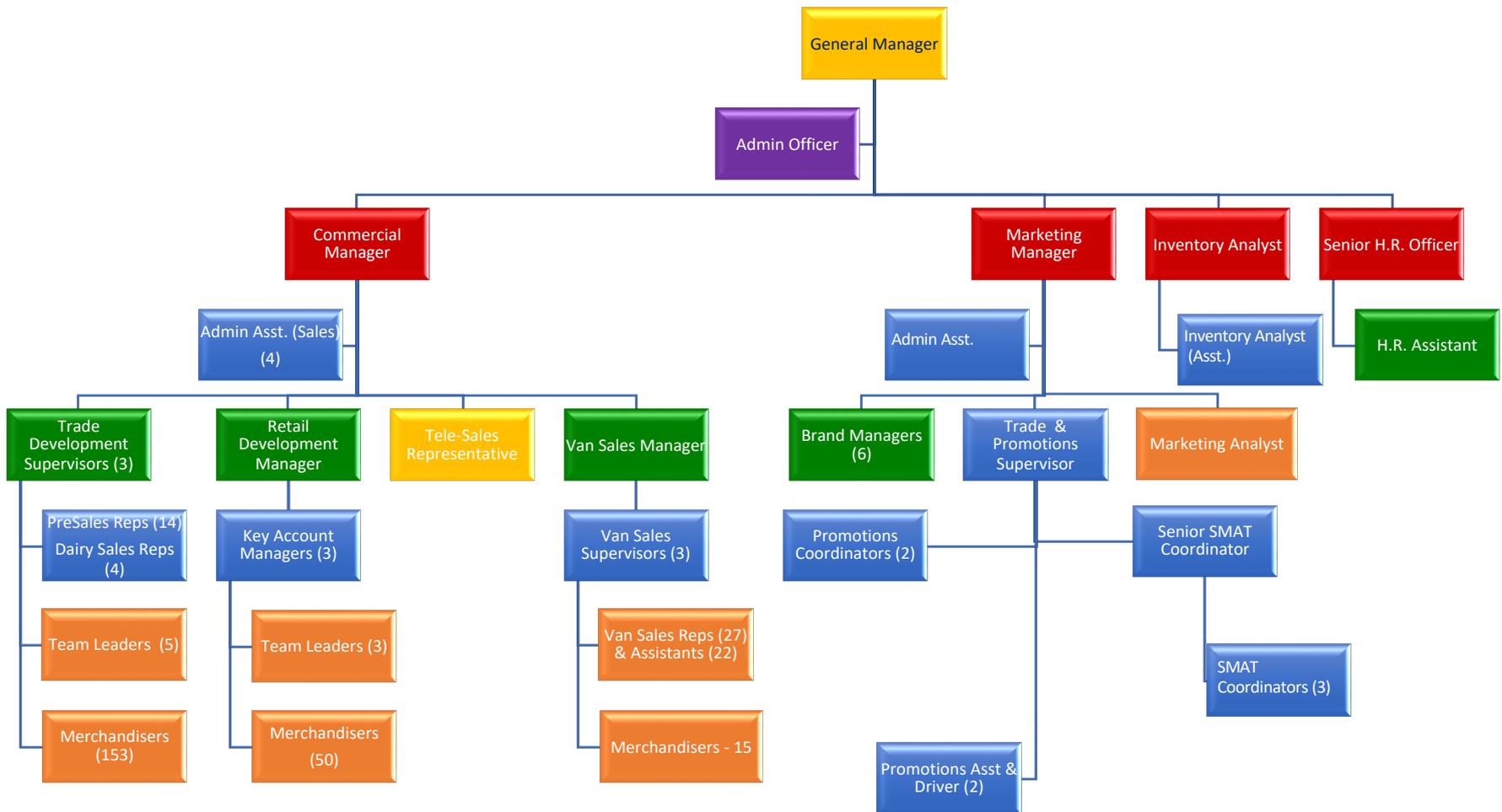
- **Mission:**

- We create value for our brands through our effective and efficient route to market strategy and our competent and engaged customer focused team.**

About World Brands Services

- Strong organisational structure – subsidiary of GraceKennedy
- State of the Art warehousing capabilities
- Robust distribution network (RTM and penetration)
- Expertise in the distribution of world class international brands
- Focussed resources to execute on brand growth
- Seamless integrated system (SAP) to enable real time data – S4Hanna
- Result-driven sales & merchandising team

WBS Organization Chart



Staff Complement: 315

Distribution Structure

**Principal
Distribution Center**



**Grace Distribution
Centre**



PRESALES

Supermarkets

Wholesales

Pharmacies

VAN SALES

Convenience
Stores

Mom &
Pop/others

Schools

HYBRID

Hotels

Gift Shops

Institutions

QSRs

Warehousing & Distribution Capabilities



State of the Art
Distribution
Center



Large company
owned &
contracted fleet



Island wide
coverage

Robust Warehousing & Distribution Capabilities

DISTRIBUTION STRENGTH



MODERN DISTRIBUTION FACILITY

- Secure Facilities
- Close to the Port
- 381,000 Square Feet with app. 36,000 pallet positions
- Bonded warehouse space
- State of the art equipment and facilities
- Cutting Edge Warehouse MIS (SAP)
 - Real-time Inventory Management



Satellite Warehouse Montego Bay

WAREHOUSE FACILITY & SALES OFFICE

- To facilitate Van Sales needs in the Western Region
- A base for Western Pre sales & Van Sales Reps



With 19 Trucks

Cold Distribution Capability

- Operates a proven system to ensure product quality and freshness of temperature sensitive products



- Has experience in distributing chilled & frozen products
- Includes 25,000 sq. feet of frozen and 4,000 sq. feet of chilled

Large Distribution Fleet



Van Sales – 33 trucks (Direct Delivery)

2 Cold Trucks
20 Dry Goods Truck
11 Small Vans

Pre-Sales Delivery -

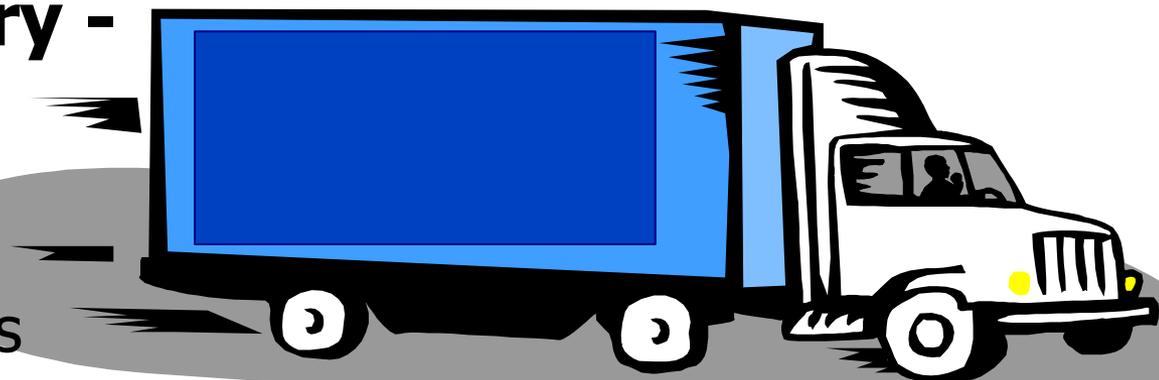
256 trucks

136 Dry Trucks

34 Cold Trucks

67 Beverage Trucks

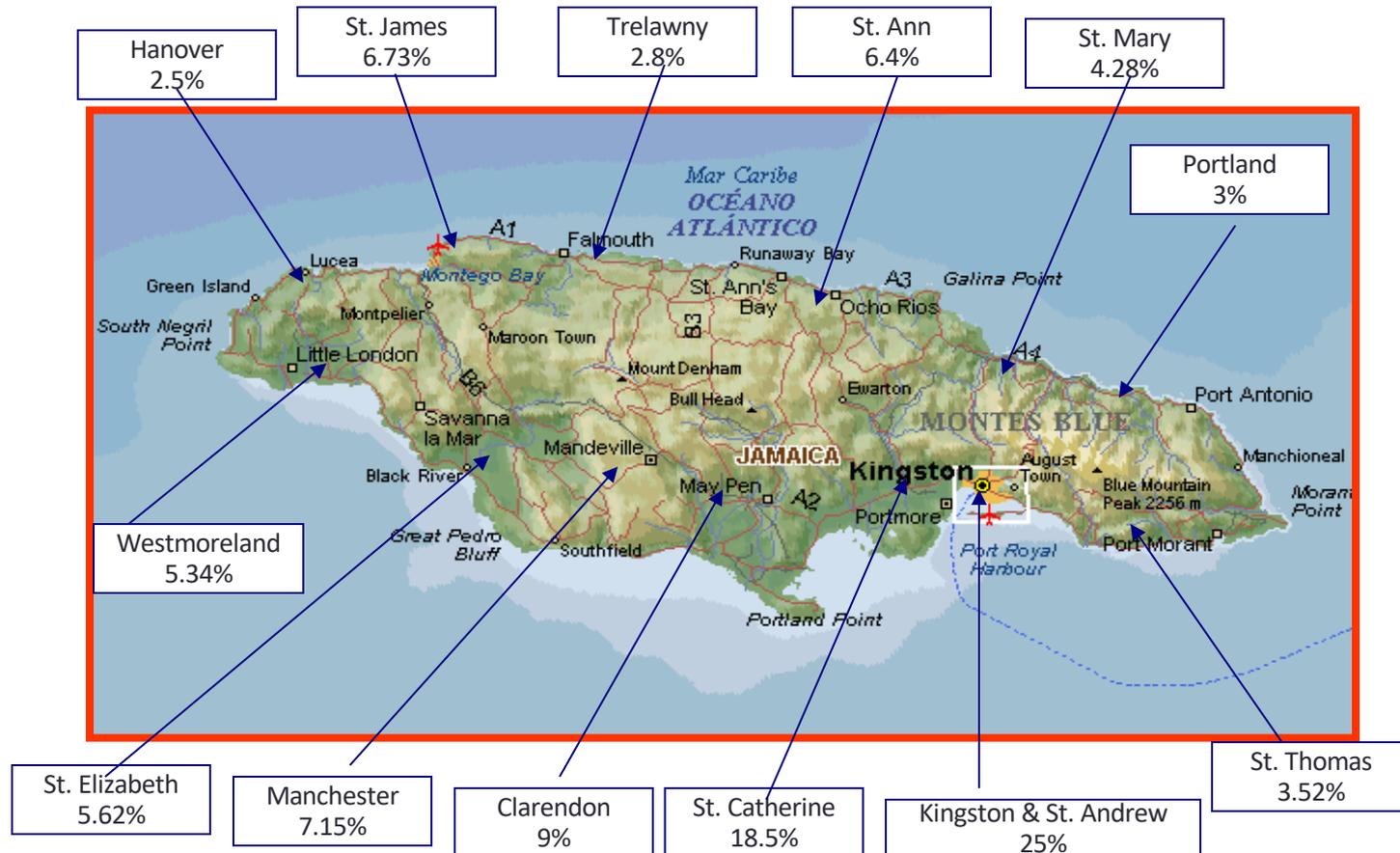
19 Trucks in Montego Bay



Delivery Lead-time Standards

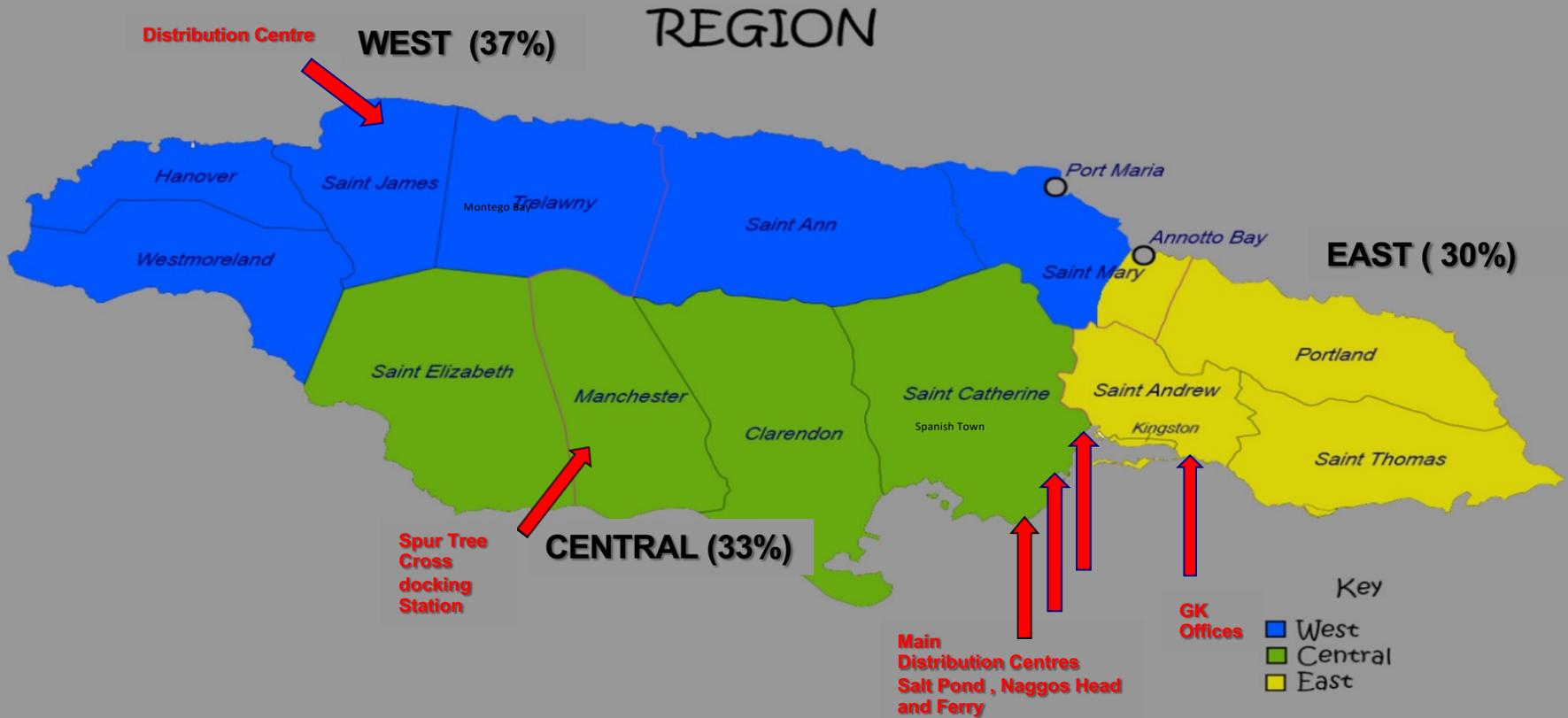
- 24hr turn-around time in corporate area and 48 hours in rural parishes
 - Sales are processed through SFA (Sales Force Automation – Handheld)
 - Daily routing to optimize trip cost

Jamaica (Population Distribution)



Pop. Distribution: East 35.8%, Central 40.3%, West 23.9%

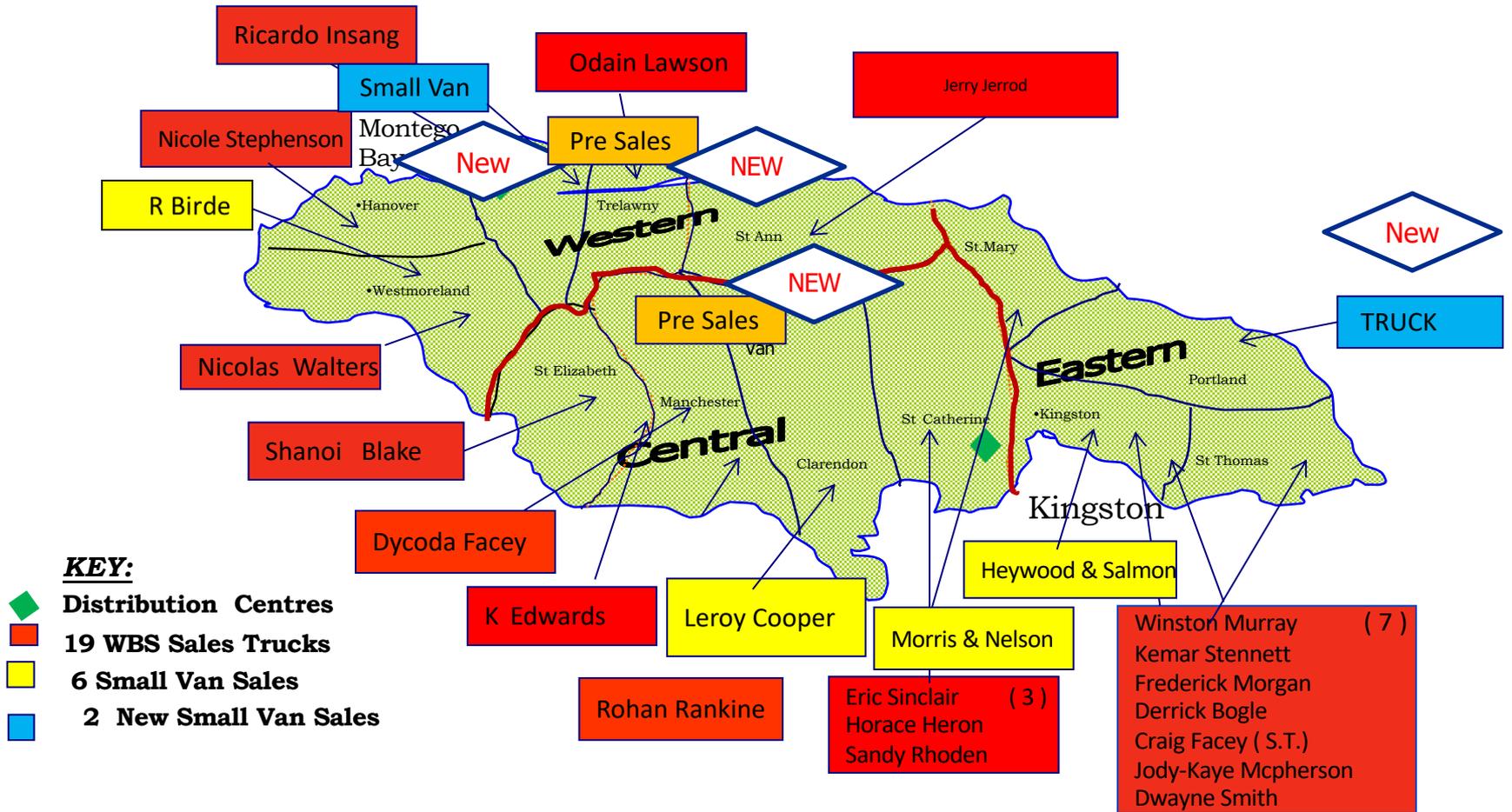
Regional Structure & % Case Sales Contribution – 2022



Distribution Reach

Type of Channel	Based on 2021/2022	CASE	REV
Club Store	2	2%	3%
Chain Stores	64	16%	24%
Supermarkets	593	37%	35%
Pharmacies	157	1%	1%
Wholesalers	603	26%	22%
Convenient Stores -includes Gas Stations	227	2%	2%
Schools & Institutions	205	0%	0%
Mom & Pop Stores	2,416	8%	7%
Food Service (Restaurant & Hotel)	102	1%	1%
Others/Snackette	1,270	6%	5%
Grand Total	5,639	100%	100%

WBS Van Sales Routes 2022



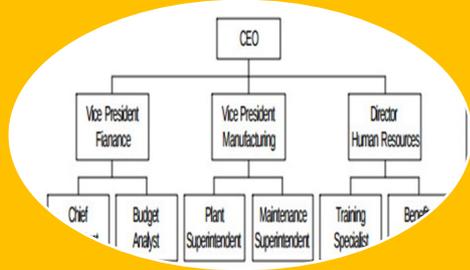
ASKI ROUTE MANAGEMENT CAPABILITIES

- ASKI – Real Time Order System (track invoices, inventory, sales)
- Daily Route Schedule (Refinement Needed)
- Visit Compliance Metric (> 95%)
- Sales Effectiveness Metric (> 85 %)
- Average No. of Customers Visited per Day
- Mix of Products per Truck
- Drop Size per Visit
- No of Days Worked

ASKI ROUTE MANAGEMENT CAPABILITIES – (PHASE V) - Q1, 2023

- Ability to load GPS locations for customers
- Scheduling daily visits during each week
- Execute suggested route mapping
- Assign targeted sales level per customer
- System alert/notification when invoice is below targeted sales level.
- Input recommended product by customer (based on new or no sale)
- Input classification for customers visited but no sales:
 - NS1 – Don't have money
 - NS2 – Closed
 - NS3 – Buyer not in store
 - NS4 - No product Required
 - NS5 – Client unhappy, not buying
 - NS6 – Other issues

Sales and Merchandising Capabilities



Three tiered
Sales Structure



Results Driven



Merchandising
Excellence

Best in Class Sales & Merchandising Capabilities

Sales Capability – 3-tiered structure

Presale force that services the modern trade and wholesale channels (17)

Dairy Van Sales force that services the modern retail trade and traditional trade channels (4)

Van sales force that targets small “Mom & Pops”, convenience stores, vendors, pharmacies & schools. (25)

Sales Capability

- Sales Team of sixty-four offer island-wide coverage to defined channels with full portfolio
 - Retail and large wholesales (24) Van sales team (38), admin support (2)
- Account Management driven by Relationship Management and Performance Measurement
- 100% Variable Commission structure provides focus, motivates and drives sales
- Target set by portfolio and measured daily through SAP tracking
- Ongoing Sales Process Training & Assessment of Adoption Rate
- Performance driven according to international best practices & KPIs
- Management of trade assets, deals and returns including bad & dumped and stock rotation) in respective stores – driven by targets and tied to performance management and compensation

Van Sales Capability

VAN SALES – ROUTE PENETRATION

- Performance Management based on route compliance, sales effectiveness, route penetration and drop size
- All island coverage
- Fleet Management System – Route Efficiency/ Effectiveness
- Twenty-four hours delivery turnaround time
- Ability to sell broken cases (eaches to boxes to cases); ideal for the ATL channel
- Twenty-one (25) exclusive van sales contractors that cover the island and sell directly to small shops, pharmacies, schools and convenience stores

Sales and Marketing Excellence: Drivers 2022 - 2030

CAPABILITY

SALES PROCESS

Tailored Sales and merchandiser training and ongoing evaluation of adoption rate and effectiveness ASKI /SAP Technology utilization and KPIs measurement

Continuous improvement in trade execution and visibility through sales and merchandizing excellence in accordance with best practices supported by Team Leads and SMAT Team

CSS>85%

CRM

KYC

Joint Business Plans
Category Champions
Rebates and loyalty programs

Quarterly and bi-annual meetings with chains, independents and strategic wholesalers

NPS >70%

DISTRIBUTION

MULTI-CHANNEL

Fortress Retail & Wholesale channels and Develop ATC
Synergies with GFS, direct and indirect selling , EDI, Geo-Mapping, Customer Harmonization

Expansion of routes/channels
Develop Beverage , Snack and non-food routes :
Increase numeric distribution

POS >12,000

EFFICIENCY

Route to Market

Route & Portfolio Optimization and Compliance

Fleet Management System
S & D Van Sales Optimization

Profitability Analysis by Channel

NC >24%

Merchandising Capability

Number of Merchandisers island-wide: **226**

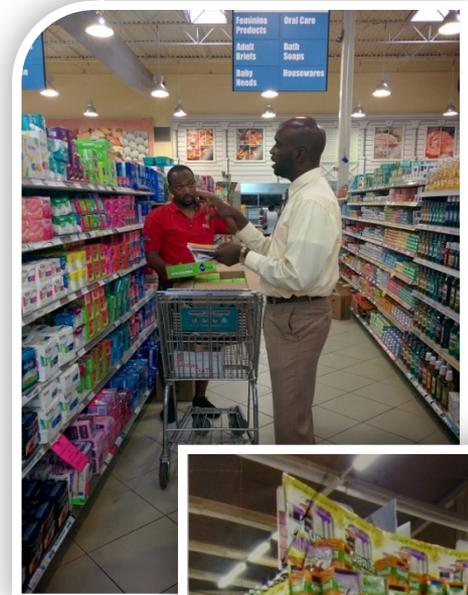
Includes Team Leads to train, audit and achieve principals' KPIs:

Coverage for Retail, Wholesale, C-stores, Rx's

Duties:

- Set up & Organize Shelves, Gondolas, Floor Displays & End caps
- Manage bad & dumped and stock rotation in respective stores – driven by targets and tied to compensation
- Increase facing on the shelves
- Ensure proper stock rotation on shelf
- Pricing

Equipped with Planograms and Branded/Company Shirts, Ongoing Training in Best Practices



MERCHANDISERS' APP SOLUTION

PROJECT MS- MERCHANDISING SOLUTION



MERCHANDISERS' APP. - KEY PERFORMANCE INDICATORS (KPI's)

- **KPI's applications must be capable of executing as we transition:**
- Planogram Compliance-Quantify
- Market Share by Share of Shelf (SOS)
- Management of Close to Expired Products
- Comparative Price Analysis
- Sales Performance Update
- Monitor Team Attendance

Marketing & Brand Management Capabilities



Direct liaison with Supplier



Drives Marketing & Promotion



Reporting capability

Assigned Brand Manager as Category Lead

Marketing Capability

Experienced in FMCG business

Development and tracking of Joint Business Plans

Provides regular and consistent feedback with scheduled Business Reviews

Coordinates marketing/promotional support

Deep Dives and trouble shoots with proposed solutions

Provides routine and adhoc reports

Reporting Capabilities

- Monthly Stock & Sales data – by sku/customer/by channel/by parish/by region
- Distribution points by customer classification and per sku
- Inventory data analysis
- Trade audit – price, competition, planogram adherence
- Access to scanned retail data

WBS Winning Partnership

- Proven track record – performance driven
- Strength of GraceKennedy
- Relationship Management expertise
- Warehousing capacity and capability
- Distribution strength
- Tiered sales structure with island wide coverage and focus
- Effective data management system
- Marketing expertise and focus
- Merchandising excellence
- Management of bad & Dumped

*Thank
you*

