

## Staying Ahead of the Competition With CHRW

In the grocery retail business, timing is everything. Many retailers have discovered when consumer purchase data can be more quickly gathered and utilized, they become more competitive. For example, a leader in the grocery retail business discovered the many benefits of the CHRW Business Analysis Group, and is using the information gathered today to make tomorrow's crucial decisions.

Before partnering with CHRW, the retailer couldn't gather, analyze, or use their data. The information that was being collected was out of date and not viable. Now, CHRW gathers point of sale data, which is entered directly into the CHRW database. Within hours, CHRW can report on critical industry information so the retailer may act.

Since the CHRW partnership, the retailer has seen substantial increases in the sales of some of their best commodities. They have opened stores, armed with fact-based consumer data and category management information, and are now realizing a gain in produce contribution to overall store sales.



## CASE STUDY



**C.H. ROBINSON**  
WORLDWIDE, INC.

### B2B Best of the Web (2000) *Forbes*

*Forbes* rates C.H. Robinson as one of the 200 "most promising B2Bs" in 25 different industry categories. Robinson was selected based on "strategy, execution, financial staying power, and Web site." Quality shipper and carrier services were especially noted.

### The Web Smart 50 (2000) *Business Week*

*Business Week* named CHRW one of 50 "Web smart" companies "real, live, profit-producing companies that are changing the way business is done." Of particular note: Robinson's Web-based tracking and tracing system, and T-Card, a product of its T-Chek Systems, Inc. subsidiary.

### The Fortune 1000 (2000,1999) America's Most Admired Companies (2000) *Fortune*

CHRW ranked 614th on last year's list of Fortune 1000 companies. CHRW was also named one of "America's Most Admired Companies." Companies were scored on innovation, quality of management, employee talent, financial soundness, long-term investment value, social responsibility, and quality of products and services.

### Top 10 Providers of 3PL Excellence (2000, 1999, 1998) *Inbound Logistics*

Readers of *Inbound Logistics* responded to a survey question, Which 3PLs do you think do the best job? C.H. Robinson ranked in the top 10 out of 400 companies nominated.

## WHY RETAILERS CHOOSE CHRW:

- Robinson's expertise in working with perishables since 1905.
- Our team of experienced retail analysts, who understand what it takes to be successful in retail
- CHRW's thorough follow through on all questions and challenges that surface
- We commit to developing and executing a plan for the retailer
- Web-based (paperless) delivery

# BUSINESS ANALYSIS



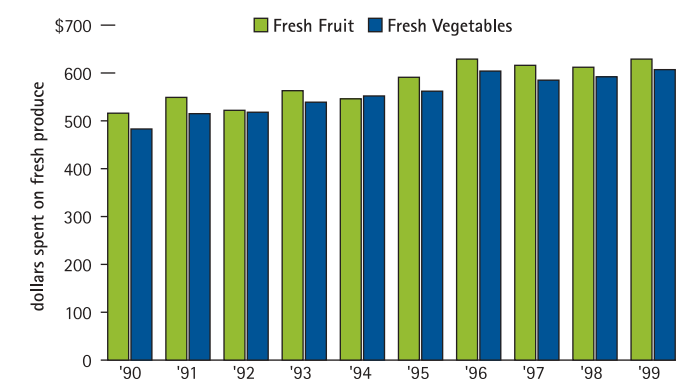
In the evolving, increasingly complex produce industry, companies need greater visibility, direction, and simplicity in their produce operation. Many find what they are looking for in collaborative technology, combining the tools that gather information with people who provide expert analysis and real-world solutions.

At C. H. Robinson Worldwide, Inc. (CHRW), we understand that there are no cookie-cutter solutions. Our Business Analysis Group will customize programs that are calibrated to the individual needs of your business and your environment.

Our staff, comprised of produce industry professionals, follows market trends, interprets information, and works with you to develop your business goals. We analyze all categories of your produce operation and develop competitive strategies that provide you with fast, easy, effective solutions that we can execute together.

Because today's information world can be overwhelming, our services are delivered in multiple formats to serve all business partners. Whether via the World Wide Web, e-mail, or hard copy, we'll give you the detailed information you need, in the most convenient or efficient way. Our ultimate goal: to make it easier for you to run your business. Please contact us with questions and information requests at [business.analysis@chrobinson.com](mailto:business.analysis@chrobinson.com).

## AVERAGE AMERICAN PRODUCE PURCHASING INCREASE OVER A DECADE



Source: U.S. Department of Labor, Bureau of Labor Statistics, Consumer Spending Surveys, Public Data Query 2001

## BENEFITS OF CHOOSING CHRW

- Our experienced retail analysts gather, analyze, and report on critical information to help you immediately understand your consumers' demands.
- A variety of delivery options—via the Internet, e-mail, or hard copy—allows you to access your information anywhere, anytime.
- Individual business customization provides executable knowledge, not a plan for the bookshelf.
- We analyze and interpret data to create responsive action plans.
- Robinson employees nationwide and in all growing regions are available, 24 hours a day, to serve you.

# WHAT YOU CAN EXPECT FROM OUR BUSINESS ANALYSIS GROUP:

**EASE OF INITIATION:** Getting started is often the most challenging part of a new system, but not with CHRW. Our systems analysts meet with your IT team to develop an automated data transmittal process. All data is cleansed, organized and verified to ensure a smooth transition.

**INITIAL STRATEGIC ASSESSMENT:** Our business analysts perform an initial assessment. We will review your produce category structure, item hierarchy, key initiatives, and business strategies. Our assessments include competition, category management disciplines, promotional philosophy, store demographics, market trends, procurement programs, and produce structure (store operations, merchandising and procurement). When the assessment is complete, we develop an executable program that is tailored to your needs.

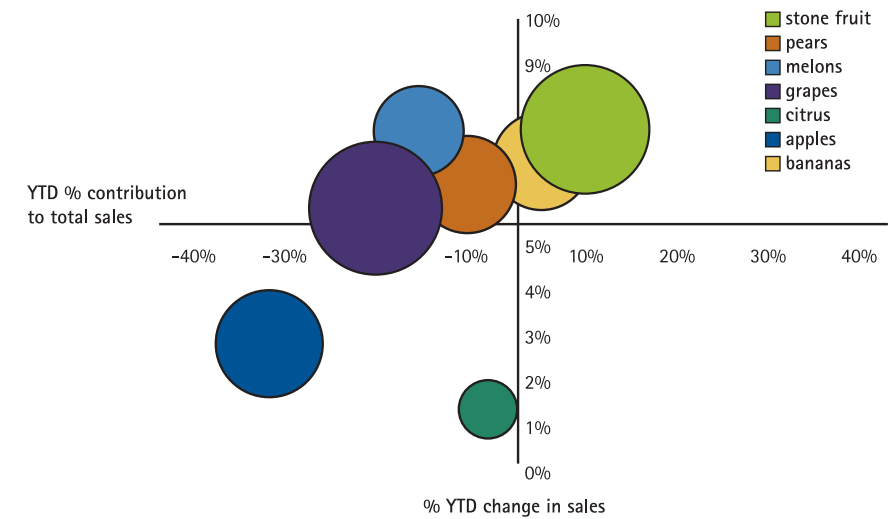
**PLANS AND OBJECTIVES:** Our analysis is fact-based, gathered from point of sale information or warehouse shipment data. Our software and experienced produce team allow us to develop strategies and tactics, outline

goals and methods of monitoring, and assign accountability measures. Because we know that no two businesses are alike, all plans and objectives are uniquely designed for your individual business.

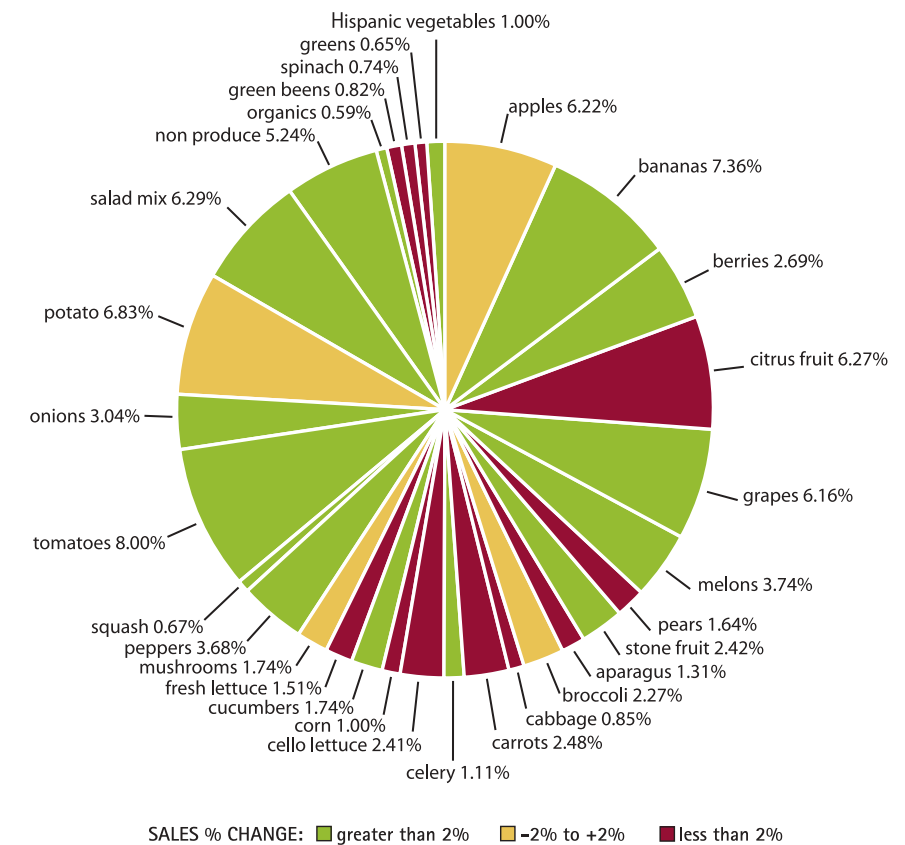
**FLEXIBLE REPORTING TOOLS:** Today's information can be overwhelming, but our reports are formatted to meet your specific needs. We've streamlined our services to be delivered in multiple formats to serve all business partners. Detailed reports are delivered weekly, monthly, quarterly, and biannually. These reports vary in information presented, ranging from promotional summaries to category performance, market conditions to comparison reports, top level to SKU level, and more.

**SPEED:** Produce, like other perishable departments, is always changing. Information is scarce; immediate reaction is essential. Your information is gathered at the point of sale. Within hours, our team can report back on what it all means. Our analysts go to work immediately, monitoring ongoing initiatives and identifying new trends as they happen.

## KEY CATEGORY MONITORING TO IDENTIFY TREND AND OPPORTUNITIES



## CONTRIBUTION TO TOTAL DEPARTMENT SALES AND SALES % CHANGE (Year To Date Sales By Category)



## A GLIMPSE AT OUR REPORTING CAPABILITIES

A variety of reports can be delivered weekly, monthly, quarterly, biannually, and annually. These reports summarize everything from category performances to item, category, and department profitability; market conditions to customized key initiatives. Reports are developed to be easy to read and quick to analyze and implement—all meant to cause action and impact sales in both the short and long term.

### PRICE COMPARISON DATA

