

Partnering in Crisis

Global Learnings to Future-Proof Business Partnerships

Part I

Book a Webinar Today!

Never Has Collaboration Been More Important

A higher level of collaboration has emerged as a result of COVID-19, with supplier and retail partners coming together in order to serve one common goal: *getting consumers the products they need to survive.*

Advantage Group listened to thousands of suppliers and retailers across key markets globally to understand how COVID-19 is impacting their business relationships. **By examining how partnerships are adapting through the crisis, we have identified the key priorities for teams to invest in post-crisis. Let us support your business in post-crisis recovery with actionable insights for future-proofing your business today.**

In an engaging and interactive 90-min session, we will delve into:

1. The impact the crisis has had on suppliers and retailers globally
2. How retailers and suppliers are adapting through the crisis
3. Questions to frame the dialogue moving beyond the crisis
4. Checklist for future-proofing your business in these areas:



Key Learning:

Collaboration has been the critical success factor of retailer-supplier partnerships throughout the crisis. Companies with a collaborative business model already in place found it easier to adapt in crisis by dialing up existing ways of working. Those without this required a shift in mindset and culture. The one certainty emerging from this crisis is the knowledge that organizations must continue to fuel highly efficient and effective collaboration with their business partners. Building a process and way to measure this core enabler of business success can become a source of strategic and tactical differentiation.

“Collaboration has never been so important and has become a competitive advantage for players that will survive this crisis.”

Brazil Supplier

“This epidemic is at a tipping point. In the process of solving problems together, the supplier and the retailer will collide with more ideas. During this period, the two sides have further strengthened communication. This epidemic is like a catalyst, making the supplier and the retailer develop closer relations.”

Chinese Retailer

About Advantage Group International

Advantage Group helps businesses be better together by designing and delivering engagement solutions that bridge the gap between listening and responding. In the world of fast-moving consumer goods, we have mastered our role as engagement intermediary within the complex and ever-evolving relationships of supplier and retail partners. Advantage offers a simple and efficient engagement process for ongoing measurement that enables businesses to set realistic goals and make improvements based on actionable insights. **Contact Us Today:** <https://www.advantagegroup.com/contactus/>