

DOING BUSINESS IN PARIS

Enter the French Market
16 June 2021

Private sector buyers



- PUBLIC SECTOR BUYERS

- Purchasing Centers: mass market retailing, Retail, Large specialist store, Chain store ;

Category manager vs Buyers

- Purchasing services of large companies/ major accounts;
- Department stores;
- Smes/Smis, Shop,wholesalers
- Market places

- PUBLIC BUYERS

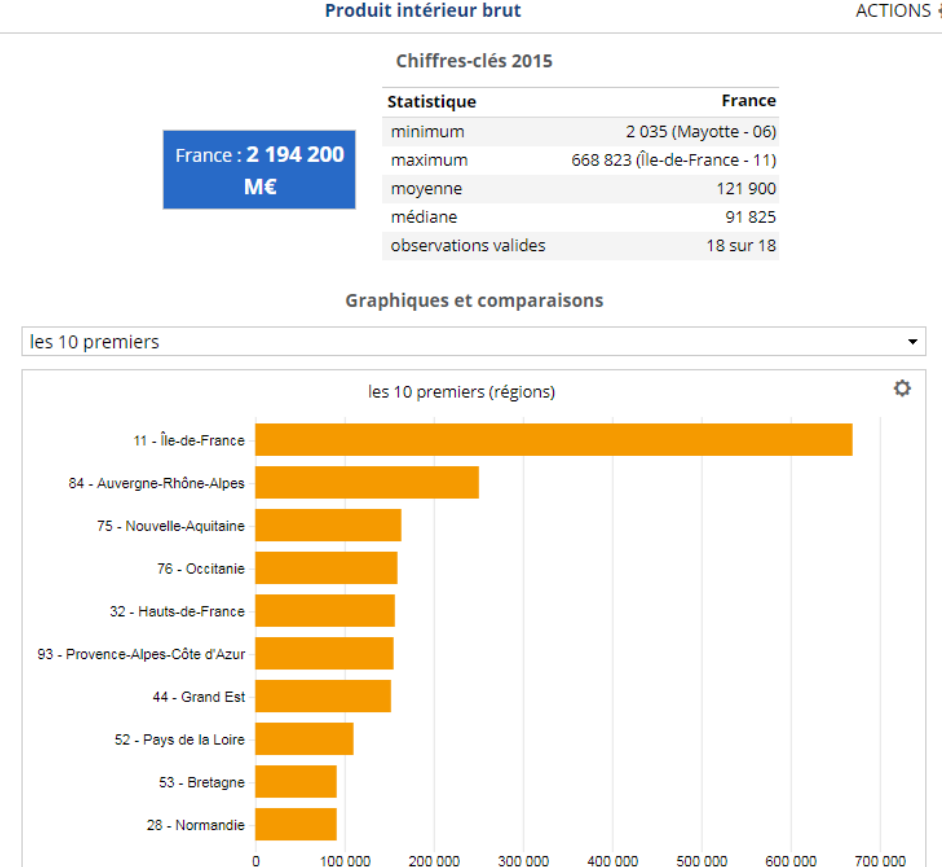
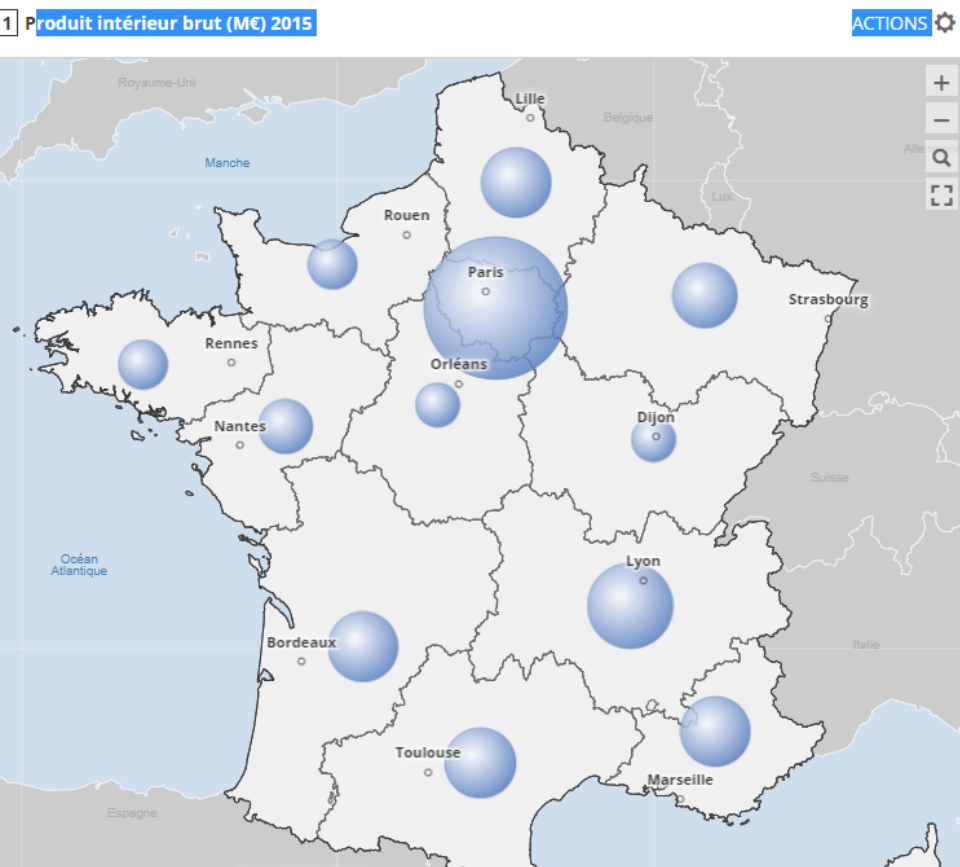
- Purchasing Centers: mass market retailing, Retail, Large specialist store, Chain store ;
 - National /regional (35/35)
 - Around 30% of purchasing are managed by the point of sale

An accessible mean to enter the retail sectors (the local factor)

Organization by category/customers at the heart of commercial policy

The category managers : a porous border with buyers

DISTRIBUTION OF GDP BY REGION



Objectives of The buyers

- Meet the expectations of its prescribers
- Controlling risks (securing supplies, market tension, commercial risks , ...)
- Optimize overall cost/added value (negociate)
- **Drive innovation**

Objectives of The buyers

- Meet the expectations of its prescribers
- Controlling risks (securing supplies, market tension, commercial risks , ...)
- Optimize overall cost/added value (negociate)
- **Drive innovation**

The category manager is responsible **for developing the turnover and profitability of one or more product lines.**

It defines the assortments, ensures their visibility and coordinates their implementation in stores.

MISSIONS

DEFINITION OF THE PRODUCT OFFER



Analyze the positioning of the product lines (or a collection) in relation to the sales and marketing strategy: contribution to turnover, sales volume, brand image, place in the linears.



Set up the economic intelligence strategy and tools around products and market trends (in conjunction with the marketing department). Obtain information about market developments and customer expectations.



Analyze the competition.



Develop a business plan for the product category.



Define the product offer and ensure its implementation in stores: organize the typical assortment, the presentation and staging of the products, the positioning in shelves, by categories of stores.

ANIMATION OF THE PRODUCT OFFER



Define annual objectives (T.O , improved awareness and/or visibility of a range of products...)

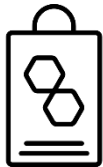


Design the setting up of commercial events that contribute to the product offering's valuation strategy, ensure that they are set up in stores, and develop business cases related to these operations.

MANAGE THE PERFORMANCE OF THE PRODUCT OFFER



Monitoring/reporting of sales performance of products
(sales, prices, margin)



Merchandising

SPECIFICITIES ACCORDING TO THE COMPANY

- The function may include a more or less extensive scope depending on the brand's internal organization and corporate culture
- In large companies: positioned upstream (design of the product offer policy and choices with regard to the assortment)
- In a smaller company: Involved much more downstream until the follow-up of the setting up of assortments in store
- **He travel abroad, to suppliers, before designing and building the product offer**
- If the brand also offers a distance selling/e-commerce offer, the e-category manager position includes the same professional activities but uses the technologies necessary to put the product offer online

EVOLUTION OF THE FUNCTION

The growing segmentation of the clientele requires a stronger differentiation of the product offer : strategies for the valuation of the offer and more differentiated and specific assortments, depending on the targets

Brings together the marketing, merchandising and purchasing functions, in order to analyse changes in customer behaviour, readjusting the strategy according to identified or anticipated trends.

The growth of e-commerce should strengthen the role of the e-category manager through web-based tools to enhance the product offering, seeking to stand out from the competition.

C - THE BUYER'S PROFILE IN PRIVATE SECTOR

Key Account/Major Company/Industry

- High skills level and knowledge of the product
- A strategies of integration more that the sells of a product/services
- Strict and technical specification
- certification/label/reference
- Innovation/proof of concept

C - THE BUYER'S PROFILE

- Highly requested : tens or even hundreds of proposals per day:
To distinguish : must answer to a need/be innovative
- Very busy (especially at certain times of the year (Negotiation with suppliers, trade shows, recurring sector events...). He/She already has specific research (specifications, production constraints, demand from marketing, management of his suppliers, etc.)

Do not interpret lack of response as a negative response

Be determinate in the follow up

C - THE BUYER'S PROFILE

- A culture of discretion: social networks, directories, databases, etc.
- A huge turn over (2/3 years)
 - Keep regular relationship
 - A strong process to ease the transmission
 - Follow the buyers evolution.
- **Remains curious and attentive about innovation and novelty**

C - THE BUYER'S PROFILE IN PRIVATE SECTOR

- Department stores

Art de vivre à la française : food, luxury, fashion (textile and accessories), cosmetic, toys, design, decoration...

- Also organized by categories
- Scissor offer (a wide scale of price)
- Shop in a shop/corner

C - THE BUYER'S PROFILE IN PRIVATE SECTOR

- Smes/Smis, Wholesalers

The SME's represented 99,9 % of enterprise 43% of added value

Purchases are managed by the manager himself, further more the referencing of a new providers.

– IMPORTANCE OF EXTERNAL AND INTERNAL PRESCRIBERS

Internal

- Engineers, R&D, Sustainable Development department, Logistics department, Communication department...

External

- Engineering Office, Architects, Experts, Designers...
- Influencers, bloggers (especially in some fashion, innovation, etc.), journalists

DOING BUSINESS IN PARIS

**contact
information:**

.....

Bernard QUINET
Doing Business in Paris
DGA CCI International
Paris Ile-de-France
6-8, avenue de la Porte de Champerret
75017 PARIS
☎ +33 01 55 65 35 83

bquinet@cci-paris-idf.fr

Thank you for your attention

