

POWER AT THE POINT OF PURCHASE



Present day consumers are continually evolving, changing day by day. These changes are reflected in how they earn a living, in their form of entertainment, of how to keep in touch, and even in their choice of sports and fitness activities. With the transformation comes the increasing complexity of consumers' lives.

They are bombarded everyday with messages from different sources. There are the traditional advertising media like television, radio and print plus those channels that have just recently emerged such as toilet ads, roving ads and even floor graphics. The information they receive each day could be too overwhelming for them that it is rather difficult to capture a clear and relevant space in the minds of consumers. Ability to achieve this could be worth millions.



Sending a message that consumers would actually understand is already difficult. In supermarkets where there are about 15,000 different products in display, all screaming for attention. Retaining that message in the consumers' mind at the critical time when they have to make a purchase proves to be an even greater challenge. This is where the Point of Purchase is now of extreme importance.

In the PANA General Membership Meeting held at Merk's Bar in Greenbelt 3 last Thursday, September 27, (2007) Mr. Miguel Suterio, Trade Dynamics Consulting International Inc.'s Managing Director, discussed the basics of the Point of Purchase as well as ways on how to make the most out of it.

According to Mr. Suterio, "The Point of Purchase refers to any place where a product or service can be bought. It also includes all the elements surrounding, within and around the place where the product/service is purchased." Sadly, most marketing professionals stop at developing materials that they place at the point of purchase. He emphasized that Point of Sale materials are not everything; they are only a fraction of the potential marketing activities to be utilized at the Point of Purchase. "Even the best marketing activities can fail at the Point of Purchase," he added.

Mr. Suterio further discussed that the 6 P's of Marketing (Product, Price, Place, Process, People, and Promotion) are the elements of the Point of Purchase. POP is the physical manifestation of the Marketing Mix. This is a point that suppliers can take advantage of to significantly increase their brand equity. The Point of Purchase is a great opportunity to make a mark in the consumer's mind since the person has an up-close and personal encounter with the brand. At this point, a lot of the consumer's senses are engaged as compared to watching commercials on TV, listening to a radio ad or reading an advertorial in a magazine. "It is through this interactive,

multi-sensory manifestation of the marketing mix that suppliers can make a lasting impression on the buyer,” he stated.

The Point of Purchase is equally important to retailers as it is to suppliers. Retailers also have their own marketing strategies that are reliant on the Point of Purchase. They are also the ones who have control over the Point of Purchase but suppliers can greatly influence retailers with their capabilities and resources. Both only stand to gain in maximizing consumer impact at the Point of purchase. Potential outcomes could be an increase in sales volume as consumers will buy more, reduced costs for giving discounts, referral to more clients and the willingness to pay more because of a superior shopping experience.

Despite the inherent challenges that a retailer-manufacturer relationship confronts, Trade Dynamics Consulting is an advocate of the collaboration between these two. Understanding and appreciation of the cornerstone of each other’s business through cross-industry immersion is key. A lot of benefits are waiting to be realized should strong partnership between these two players be fostered.

For more information, you may contact Trade Dynamics Consulting at 751-6730 or visit their website (www.tradedynamicsconsulting.com). The complete copy of Mr. Suterio’s presentation may be downloaded by PANA members by clicking this link: <http://www.pana.com.ph/fyeo.php>.

Miguel Suterio

Managing Director at Trade Dynamics Consulting Int'l Inc.

[Philippines](#)

[Professional Training & Coaching](#)

Current

- Managing Director at Trade Dynamics Consulting Int'l Inc.

Past

- National Sales Manager at [Associated British Foods plc](#)
- Country Convenience Retail Manager at [Shell](#)
- Trade Marketing/ Category Manager at [Unilever](#)

Education

- University of the Philippines
- Ateneo de Manila University

Connections

354 connections

Websites

- [Company Website](#)

Public Profile

<http://ph.linkedin.com/in/miguelsuterio>

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Experience

Managing Director

Trade Dynamics Consulting Int'l Inc.

Professional Training & Coaching industry

January 2006 – Present (5 years 9 months)

National Sales Manager

Associated British Foods plc

Public Company; Food Production industry

January 2004 – December 2005 (2 years)

Country Convenience Retail Manager

Shell

Public Company; RDSA; Oil & Energy industry

October 2001 – December 2003 (2 years 3 months)

Trade Marketing/ Category Manager

Unilever

Privately Held; Consumer Goods industry

October 1993 – October 2001 (8 years 1 month)

Education

University of the Philippines

BSBA, Business

1989 – 1993

Ateneo de Manila University

1985 – 1989



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