

# BUILD PARTNERSHIPS WITH LOCAL SUPPLY CHAIN

As a manufacturer, you invest a lot of time, money, and effort in the development, production, and distribution of your goods. Everything from packaging to messaging to pricing is all carefully evaluated to succeed in-market.

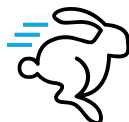
But planning for success shouldn't stop there. It is equally important to know HOW your products make it to a retailer's shelf. Being connected with your local supply chain partners is a critical step to ensure successful distribution of goods leading to profitable sales.

Stay aligned with visibility to stores at a local level with **TDLinx**.

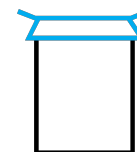
## BEST-IN-CLASS RETAIL INTELLIGENCE



**Maximize Your Partnerships**  
Identify the right suppliers - at a local level - to design plans for each unique class of trade.



**Quickly Respond to the Market**  
Easy in-report filtering allows you to view the supply chain information most relevant to your business.



**Ship for Sales**  
Understand which retailers prioritize your items so you can adjust shipments to reach your target consumer and grow sales.

## WHAT'S INCLUDED

**DELIVERY:** One-Time Report

**What's Included:**  
Store Counts by Banner aggregated by:

- MSA
- State
- County
- Trade Channel
- Sub-Channel

**TIMING:** Available Now

**COUNTRY:** U.S.

**INVESTMENT:** \$10,000

## RETAILER SUPPLY CHAIN HIERARCHY INSIGHTS

Sample Data Extract from Seattle-Tacoma-Bellevue WA MSA Convenience Channel

MSA	State	County	Trade Channel	Sub-Channel	PRIMARY SUPPLIER	MARKETING GROUP (BANNER)	# OF STORES
Seattle-Tacoma-Bellevue WA	WA	(All)	Convenience Store	(All)	Capitol Distributing Co	Jacksons Food Store Shell	45 3
					Chambers & Owen Inc	Shell	1
					Coastal Pacific Food/Dist Ctr	Shoppette Troop Store	1 1
					Core Mark/Dist Ctr	76 Ampm/BP Chevron Hungry Bear Market	45 81 32 8
					Harbor Wholesale Grocery Inc	Chevon Shell	20 24

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