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> ADVANTAGE: STRENGTHENING BUSINESS RELATIONSHIPS

Advantage USA Services

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Services \ Advantage Report

ADVANTAGE REPORT

What is it?

A jointly sponsored performance benchmarking program designed to help sponsoring manufacturers understand and improve their performance on key business attributes, based on direct feedback from the retailers and distributors they work with. Participating retailers and distributors rate the performance of suppliers versus competitors and peers on a range of business-related topics.

In the United States, the Advantage Report is run in three distinct industries: grocery products, pharmaceuticals, and foodservice.

Why participate?

Advantage Report is designed to deliver actionable feedback that will enable you to:

- pinpoint your company's strengths and opportunities versus competitor and peer companies
- improve your performance and competitive position
- better define resource deployment, improvement efforts, and goal-setting
- identify strategies to increase volume and profitability
- establish a more productive dialogue at all points of customer contact
- make more informed, fact-based decisions



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