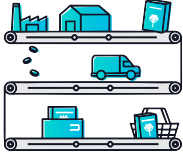


# ENHANCING PRODUCT PROFITABILITY WITH END-TO-END THINKING

From fragmented costs to unified margin intelligence; a smarter approach to retail profitability.



## THE END-TO-END IMPERATIVE

Too often, retailers rely on siloed savings and partial margin metrics. **True profitability begins with a connected view;** one that maps the entire journey of a product, from supplier to shelf.



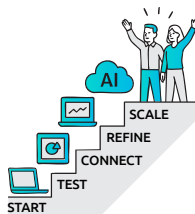
## BREAK IT DOWN TO BUILD IT UP

Profitability should be interrogated at the SKU level. Product profitability can be calculated by factoring in its supply route, case configuration, handling requirements and shelf allocation. **Granular visibility of these costs and overall product profitability** enables targeted interventions.



## ALIGN THE ORGANISATION ON SHARED GOALS

A single, operational KPI used across Commercial, Supply Chain & Finance **ensures aligned, prioritised decision-making** at every level of the business.



## THINK BIG. START SMALL. SCALE FAST.

The tools to begin are already within reach. Whether through dashboards, spreadsheets, or pilot AI models, the first step is mapping cost data to operational flow. **Success builds momentum, and a pathway to fully data-led profitability transformation.**

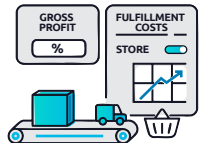
## RETAIL REALITY CHECK

Retailers today face compounding pressures: global supply chain volatility, rising costs, shrinkage, and shifting consumer behaviours. **It's time to rethink how profitability is measured and managed.**



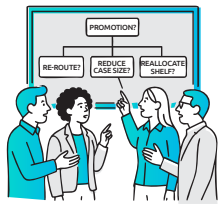
## MOVE PAST GROSS MARGIN

Gross margin alone doesn't reflect the full story. By calculating a new operational margin measure **teams gain clarity and control over the true cost-to-serve.**



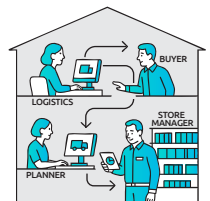
## FROM DATA TO ACTION: UNLOCKING INSIGHT

It's not just about gathering data. The real value lies in modelling scenarios, asking sharper questions, and challenging long-held assumptions. With clearer insight, **teams can course-correct promotions, space, ranging, and operational decisions** with confidence.



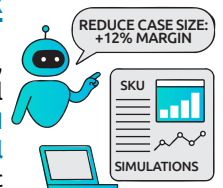
## EMPOWER TEAMS THROUGH TRANSPARENCY

When insights are visible and understood, decision-makers across all functions, from buyers to store managers, are better equipped to act. By modelling & showing the downstream impact of strategic choices, **silos are removed and new opportunities are surfaced.**



## AI AS YOUR PROFITABILITY CO-PILOT

AI unlocks scale. It runs simulations, optimises case sizes, spots waste in real time, and recommends action, fast. **But AI works best when built on solid operational foundations and aligned teams.** It enhances decision-making, not replaces it.



**Ready to turn insight into action?**

Discover how Capgemini can help you unlock end-to-end profitability and build resilient retail operations.

Visit [www.capgemini.com/industries/retail](https://www.capgemini.com/industries/retail) to learn more.

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