

› Consumer Goods

Transform Your Business by Knowing Your Customers.

Insight leads to good decisions – this is especially applicable in the competitive Consumer Products industry. You must respond to increasing customer diversity, understand local market dynamics, and find growth in a multi-channel, saturated jungle. Zanett has the expertise and industry insight to help you transform to meet these demands.

Gain Visibility Into Consumer Demand

Bring all of your data together to make better decisions. Our Business Intelligence solutions deliver the science so you can apply the art.

Deliver Targeted Products & Offers

Loyalty is based on meeting expectations. To increase loyalty and drive growth, you must deliver products at the right price.

Optimize Trade Spending

Effective use of trade dollars is the difference between meeting goals and exceeding them. Zanett's Trade Management solutions provide you visibility into your ROI.



› Create a Customer-Centric Supply Chain.

For consumer products, profit margins are precious. Not having the right merchandise in the right place at the right time can significantly impact your bottom line. Zanett can help you get the right tools in place to improve your ability to deliver while reducing your costs.



Greater Control of the Business

To be effective, you must have visibility throughout your entire supply chain from key suppliers to plant capacity, existing inventory to the in-store stock levels. Zanett solutions provide better collaboration and management of your business.

Meet Demand at the Shelf

Being able to identify trends and patterns is valuable only if you can execute on opportunities.

› Manufacture Quality, Competitive Products.

As business becomes more global, consumer products companies are challenged to maintain product consistency, meet traceability and accountability regulations, and manage multiple packaging options. Zanett can provide you with solutions that streamline the manufacturing and inventory management process, allowing you to provide the highest levels of service.

› Competitive Cost per Unit › Consistent Quality › Customer-Specific Packaging › Regulatory Compliance