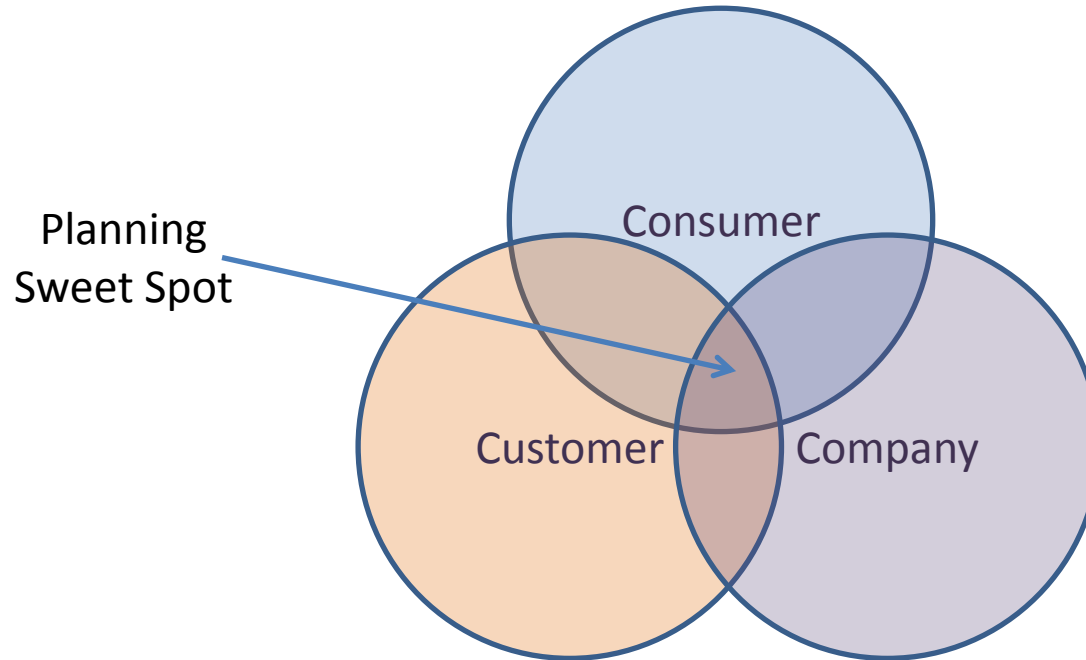


Triple C™



The entire approach leverages our Triple C methodology to ensure that the company, the consumer, and our customer (franchisees) are represented.

Defining Triple C™ Success



Customer (Retailer)

Objective:
Category
Growth

Strategies	Measures
<ul style="list-style-type: none"> Gain New Category Shoppers Increase Frequency of Category Purchase/Shopper Increase Revenue and Profit/Shopper 	<ul style="list-style-type: none"> Increase Category household Penetration (share of wallet) Increase Category Purchase (frequency) Increase Basket Size (spend)

Company (Brand)

Objective:
Brand Share
Growth

Strategies	Measures
<ul style="list-style-type: none"> Gain New Brand Buyers Increase Frequency of Brand Purchase 	<ul style="list-style-type: none"> Increase Household Penetration of Brand Increase Brand Purchase frequency

Consumers (End-User)

Objective:
Value for
Money

Strategies	Measures
<ul style="list-style-type: none"> Fair Price for Shopping and Brand Experience 	<ul style="list-style-type: none"> Increase brand trial Increase brand Purchase Frequency

**We solve tough business challenges to
unlock growth and build stronger brands.**

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