

Case Study

Contracting Management – Marketing



Context and objectives

No experience from professional procurement of marketing related services

A need for streamlining the procurement of marketing services for further cost reductions and risk mitigation

Conducted for the CPO of an international beverage company

Well structured and proven processes and tools tailored to reflect the actual situation will set the foundation for a successful procurement.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50
1 Procurement Preparation																														T Evaluation of all technical and functional parts																			
2 Evaluation of all project related parts																														P Evaluation of all project related parts																			
3 Evaluation of all operational parts																														O Evaluation of all operational parts																			
4 Evaluation of all commercial and legal parts																														C Evaluation of all commercial and legal parts																			

PIR's Approach

The project was executed based on PIR's methodology for Contracting Management, Preparation Phase

Develop a complete ITT tailored for the specific needs of the clients and the marketing services needed

- As-Is analysis to define current ways of working
- To-Be creation of the ITT
- Write and draft all documents/agreements needed

Client benefits

- **Best in class ITT with all included documents**
- **Reduced cost by using the right approach from start and by limiting the client's risk exposure related to the different product brands**
- **Knowledge transfer of Contracting Management**