Tesco and AZTEC to provide advanced analysis

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Michael Fletcher, Commercial Director for Tesco Malaysia said the agreement with AZTEC was a leap forward for the Malaysian retail industry.

"This move means we go from bi-monthly to weekly reporting to suppliers, enabling them to better understand what customers want.

"We already know that, amongst other things, customers want great prices, strong promotions, comprehensive ranges and excellent availability. The challenge for supplier partners has always been getting this balance right with limited funds.

"Working with AZTEC, we can now provide significant insight into getting this right by much better monitoring of customers' shopping behaviours - looking at how they respond to prices, promotions, range changes and so on.

"For the first time, this data will be available to our suppliers on a regular and consistent basis. We are now able to provide by store, by line, sales and volume performance for a given week by the following Thursday.

"This world's best practice service will help our suppliers become more efficient and, in turn, provide an even better service to consumers.

"One of the first groups of suppliers to benefit from the initiative will be SME suppliers who as of March will receive weekly updates on sales performance on their range to help production planning and identify which of their marketing tactics generate the biggest increase in sales," he said.

Darren Fifield, Managing Director for Synovate AZTEC in South East Asia said the Tesco Malaysia and AZTEC agreement commenced in January 2006 and provides two levels of service to vendor suppliers.

"As a standard, all of Tesco's partner suppliers will receive data in line with current trading term agreements. In addition, suppliers can opt to work with AZTEC in the analysis, understanding and usage of this data. This comes in the form of tailor-made analysis using the AZTEC Temple suite of applications and will enable even greater competitive advantage," he said.

This agreement marks the second between the two companies in Asia. AZTEC has worked with Tesco Lotus in Thailand since 2005.

AZTEC is now part of Synovate and will rebrand to become Synovate AZTEC in April 2006.