



Tetley Australia to improve Trade Market Spending using Promax

Tetley Australia announced they would be implementing the Promax promotional planning and trade spend management solution. This will assist in optimizing and streamlining the annual promotional planning program, ensuring improved control over the claims and accruals process.

'Tea is a very competitive market with correct promotional strategies being key. Given this we are constantly looking for ways to improve the effectiveness and efficiency of trade spend', said Robert Harris, National Sales manager Tetley Australia.

'We have a number of objectives which this project will bring about, including providing a single system which contains all information on trade spend.

The system will enable an integration of forecasting and budgets, financial administration, financial control along with improved visibility of trade promotional programs' Mr Harris said.

About Tetley Australia

- Tetley was first Established in England in 1837
- The Tetley brand commenced being sold in Australia in 1963, however it was not until 1988 that the company Tetley Australia was formed
- Tetley Australia is the second largest tea company in Australia with a market volume share of 20.4% (MAT 10/10/04).
- Tetley produce seven tea brands in total, each with its own distinct flavour and characteristics

'We believe the implementation of Promax will provide significant benefits towards achieving improved customer information, trade spend control, promotional effectiveness, trade spend administration and financial performance.'

Robert Harris
National Sales Manager,
Tetley Australia

