



Full-stack retail operations partner for US VMS & CPG brands

We help brands launch, grow, and manage retail presence across **FDM, Natural, Specialty and Regional** at [India-based operational costs](#).

Challenge → Solution → Why It Works



Challenge

US retail requires 100+ backend operations, complex localized strategies, and scaling struggles beyond DTC — all while avoiding the \$800K+ annual cost of building a full in-house team



Solution

Full-stack retail operations at 1/8 cost with end-to-end backend management and proven playbooks for US retail success.



Why It Works

- Established relationships with buyers at major retailers and industry-leading brokers and distributors.
- Comprehensive pre-sale to post-shelf support, guiding brands from their initial listing form to achieving shelf presence.
- Achieved 10x output efficiency through streamlined Standard Operating Procedures (SOPs).

Ops Lite – Build Your Backend Foundation

For early-stage brands building retail readiness + pricing + compliance hygiene, establishes all baseline systems — CRM, pricing, compliance, and retail readiness.

\$3,000 / mo | Foundational Backend Ops

CRM & Sales Tracking

- Build/maintain CRM (HubSpot / Airtable / Sheets)
- Define pipeline stages & follow-up cadence
- Weekly hygiene + reporting dashboard

Market Analysis & Launch Readiness

- Category white-space mapping & pricing architecture
- Competitor benchmarking + channel positioning
- Compliance readiness (Prop 65, FDA, UL)

Pitching Assets & Retail Marketing

- Create retailer-specific sell sheets & decks
- Build PDP content and planogram renders
- Maintain branding & pricing parity

Finance & Regulatory Compliance

- Setup SRP/MAP and CM1 margin tracking
- Manage regulatory labels & certifications
- Generate barcodes (GS1 GTIN hierarchy)



Add-Ons: Retail Assets Pack + Trade Show Support – Optional display & activation services (PDQs, shippers, booth setup).

Strategic Market Analysis & Launch Readiness

1

Category White-Space Mapping

Identify untapped opportunities within your target categories using comprehensive market analysis. Identification of the right retail channel to maintain pricing architecture

2

Competitor Benchmarking

Strategic positioning analysis against key competitors with pricing, placement, and performance insights.

4

US Regional Launch Playbooks

Customized go-to-market strategies tailored to regional preferences and retail dynamics. Pricing Architecture

5

Compliance / testing requirements and product syndication

UL testing, wercs, packaging regulations, certification needs (e.g., Prop 65, FDA), and product data syndication for retail platforms.

Professional Pitching Assets & Retail Marketing



Sales Collaterals

Chain-specific retail sell sheets and compelling presentation decks designed to win buyer approval and secure shelf placement.



Visual Assets

Professional lifestyle PDPs and detailed 3D planogram renders that showcase your products in optimal retail environments.



In-Store Materials

Custom PDQs, eye-catching shippers, and persuasive shelf talkers designed to drive consumer engagement and sales velocity.



Retail Media Setup

Complete campaign setup and management for Roundel, Walmart Connect, and CitrusAd to maximize digital retail presence.

CRM & Sales Tracking



Pipeline Management

Professional crm, customer tracking, returns, outreach engine, templates, and cadences for systematic lead nurturing and conversion tracking.

Performance Analytics

Weekly reviews and dashboards providing real-time sales performance insights, distribution mapping, and velocity tracking per door.

Sales Funnel Tracking

Complete activity mapping from initial outreach → meetings → submissions → [purchase orders](#) with full accountability and forecasting.

Ops Core – Full-Stack Retail Enablement

For brands already in retail needing hands-on backend execution + media ops, *Builds on Ops Lite — activates retail management, broker coordination, and performance reporting.*

\$5,000 / mo | Active Retail Ops

Sales Operations Management

- Manage PPWs, portal uploads, imagery & attributes
- Track approvals & buyer submissions
- Maintain retailer calendar for line reviews

Broker Management

- Matchmake brokers & onboard partners
- Track cadence, commission terms, POs
- Maintain performance dashboard

Review Syndication

- Select platform (Bazaarvoice, Yotpo, Junip)
- Integrate for Target / Walmart / DTC visibility
- Track review coverage + conversion lift (20–30%)

Retail Media Setup

- Manage Roundel / Walmart Connect / Citrus / FoTalk
- Weekly bid and keyword optimization
- CTR / CPC / ROAS reporting

Pricing & Promo Strategy

- Maintain SRP/MAP parity and pricing architecture
- Annual promo ladder planning
- Measure promo ROI by event

KPI Reporting & Dashboards

- Weekly ops snapshot (doors, velocity, PPWs closed)
- MoM growth chart + bottleneck flags
- Funnel conversion tracking



Add-Ons: Retail Assets & Trade Shows – Add PDQ designs, sampler programs or booth presence for seasonal promos.

Complete Sales Operations Management

Rapid Launch Execution

PPWs, attributes, and imagery live in ≤ 10 days with streamlined approval processes.

Smart Pricing Strategy

SRP/MAP optimization with strategic promo ladders designed for maximum velocity and margin protection – while maintaining pricing architecture and parity with other channels.

Line Review Excellence

Optimize with category review calendars, identify the right broker, secure buyer meetings, provide end-to-end listing support, and ensure online retailer success before buyer meetings.

Portal Mastery

Expert navigation of Retail Link, Partners Online, RangeMe with real-time velocity analysis and optimization. SPINS, IRI Data.

Review Syndication

Build credibility and shopper trust across every retail channel.

Effective Platform Identification

We identify and implement the most effective, budget-friendly review syndication platforms to help your brand showcase verified reviews across major retail and e-commerce sites.

Strategic Solution Comparison

Our team compares leading solutions like Bazaarvoice, Yotpo, PowerReviews, and Junip, recommending the platform that maximizes reach, credibility, and ROI for your category.

Seamless Integration & Impact

Seamless integration ensures your reviews appear on Target, Walmart, Amazon, and DTC — driving higher conversion and retail buyer confidence.

  "The right syndication can boost retail conversion rates by 20–30% — we make sure you pick the best one for your stage and budget."

Ops Plus – Enterprise & Global Support

For multi-retailer brands needing advanced data & international readiness, *includes everything from Lite + Core — adds analytics, expansion, and acceleration programs.*

\$10,000 / mo | 45 hrs | Enterprise Ops

Trade Show Ops

- Research + budget major shows (Expo West, Newtopia)
- Create decks / sell sheets / sampling kits
- Coordinate booth logistics and staff training

Sampling & Field Training

- Deploy sampling programs
- Track store feedback + trial velocity
- Deliver post-campaign reports

Advanced Data & Dashboards

- Integrate SPINS / IRI for velocity tracking
- Dashboard automation (Power BI / Looker)
- Promo ROI and door growth visualization

Broker Oversight & Optimization

- Match brands with verified brokers across 6+ major retailers
- Serve as fractional VP in retail sales until revenue supports direct hire
- Complete broker lifecycle management including commission structure and terms

International Expansion

- Canada: NPN registration & testing
- UK: Boots / Harrods compliance
- EU / MENA: pilot rollout documentation

Finance & Governance Reporting

- Monthly P&L roll-ups per retailer
- CM1 and EBITDA tracking
- 90-day OKR review and next steps



Add-Ons: Retail Assets & Trade Activations – Expand with physical displays, booth management, or custom sampling events.

Find Your Broker

Access to top-performing brokers across key markets

We match brands with verified brokers using our network built through successful placements across top retailers. We can help serve as a fractional VP in retail sales until revenue supports a direct hire.



Experienced Consultants

Onboarded consultants with over 20 years of experience in the supplements and CPG industries.



Verified Network

Curated broker relationships across 6+ major retailers with proven track records.



Performance Tracking

Complete broker activation, relationship management, and performance analytics to ensure optimal results. We manage the entire broker lifecycle, including commission structure and terms.

Finance & Regulatory Compliance

1

Financial Modeling

Develop comprehensive landed cost models and ROI calculators to ensure profitable retail partnerships and informed decision-making. We optimize unit economics through detailed **contribution margin analysis**, strategic cost compression, and efficient **payments** and chargeback management.

2

Regulatory Compliance

Ensure all products meet relevant regulatory standards before launch. This includes label checks, safety certificates, and setup on compliance portals, etc

3

Product Identification

Complete GS1 GTIN hierarchy setup and professional barcode generation for seamless retail integration. EAN numbers are crucial for identifying products globally, ensuring efficient supply chain management and retail scanning.

4

Systems Integration

Seamlessly connect your financial platforms with existing business systems for automated data flow, enhanced reporting, and streamlined operational efficiency across all departments.

Trade Show Activations and Exhibition Presence

Explore different levels of trade show booth quality and investment, from essential presence to a fully immersive brand experience.



Essential Presence

A foundational booth design focusing on core branding and direct interaction, ideal for initial market entry or smaller events. Cost-effective and functional.



Enhanced Engagement

Elevated design with more prominent product displays, integrated branding, and a dedicated space for deeper conversations, suitable for growing brands.



Immersive Experience

Premium, custom-built booth featuring advanced technology, interactive elements, and a sophisticated aesthetic to create a memorable brand experience and maximize lead generation.

Retail Assets

Professional retail assets: 5x cost savings, same premium impact



End-to-End Retail Assets

Created 200+ retail decks, sell sheets, and category training tools supporting buyer conversations and field execution. amitoje categories to be added



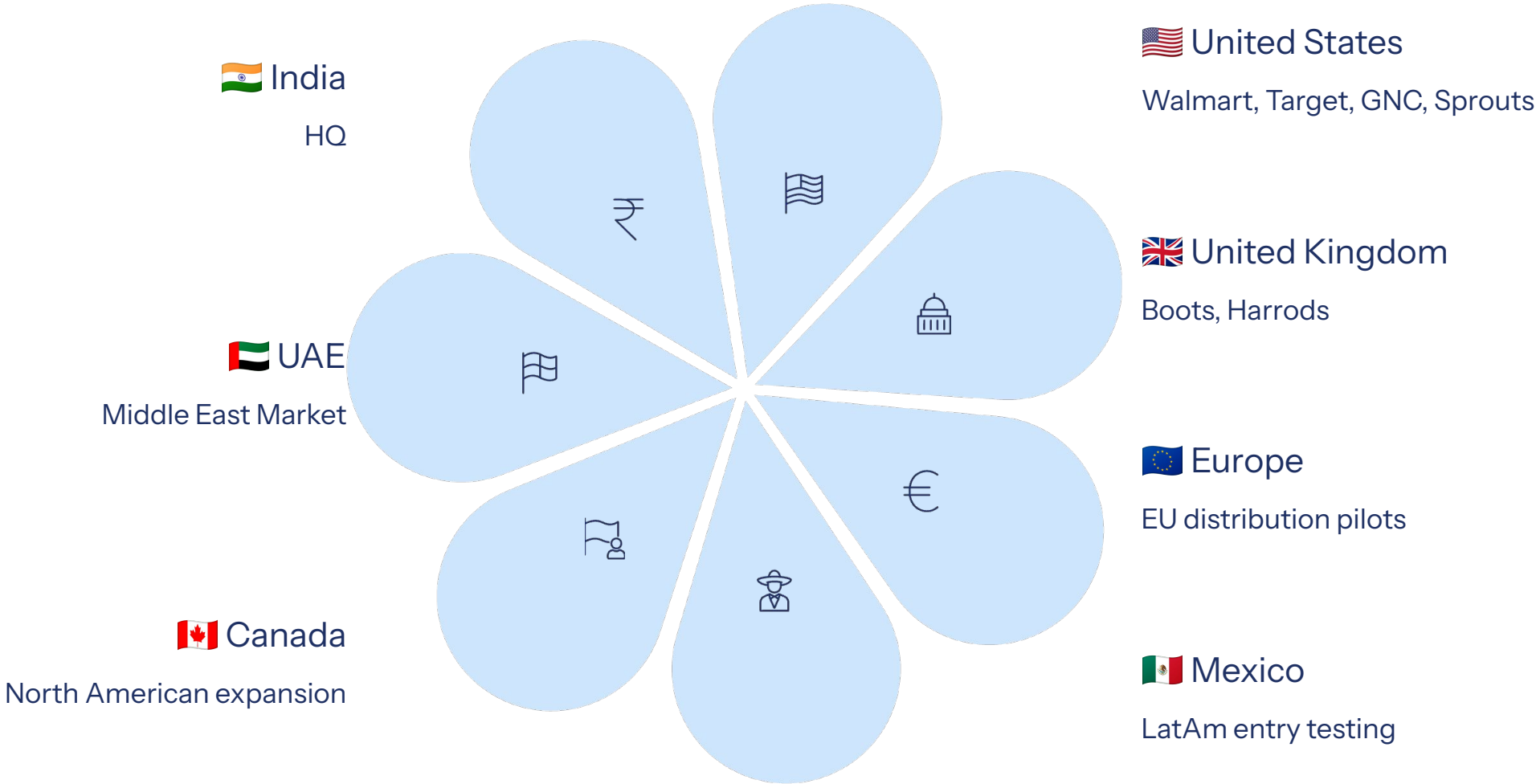
PDQ Displays

Developed premium PDQ units and in-store displays for Sprouts, GNC, and other key retail partners, ensuring strong shelf visibility and retail compliance.

International Expansion

Proven global retail execution across 7 markets

We've successfully scaled BetterAlt's retail presence beyond the US — leveraging ShelfGetter's backend systems to localize strategy, compliance, and distribution globally. We will help you unlock distribution in newer geographies & tap into new international markets.



"From India to the world — unified backend powering global expansion."

ShelfGetter Ops Tiers – Pricing & Scope Overview

	Ops Lite	Ops Core	Ops Plus
Monthly Retainer	\$3000	\$5000	\$10,000
CRM & Pipeline Management	✓	✓	✓
Pricing & Margin Sheets	✓	✓	✓
Regulatory & Label Compliance	✓	✓	✓
PDPs, Sell Sheets & Retail Decks	✓	✓	✓
Go-to-Market & Competitor Benchmarking	✓	✓	✓
Retail Media (Roundel, Walmart Connect)	—	✓	✓
Promo Calendar & ROI Tracking	—	✓	✓
Review Syndication (Yotpo / Bazaarvoice)	—	✓	✓
Broker Coordination & Reporting	—	—	✓
Velocity Analytics (SPINS / IRI)	—	—	✓
Finance Roll-ups (P&L, EBITDA)	—	—	✓
Retail Expansion & Governance	—	—	✓
International Expansion (Canada / UK / EU)	—	—	✓
Sampling / Trade Activations (Add-On)	★	★	★

All tiers are cumulative. Trade Activations are modular add-ons across all tiers.

Which ShelfGetter Ops Tier Is Right for You?



OPS LITE – FOUNDATION

- For brands preparing to enter retail
- Focus: backend setup, pricing discipline, compliance
- Outcome: ready-to-list with retailers like GNC / The Vitamin Shoppe



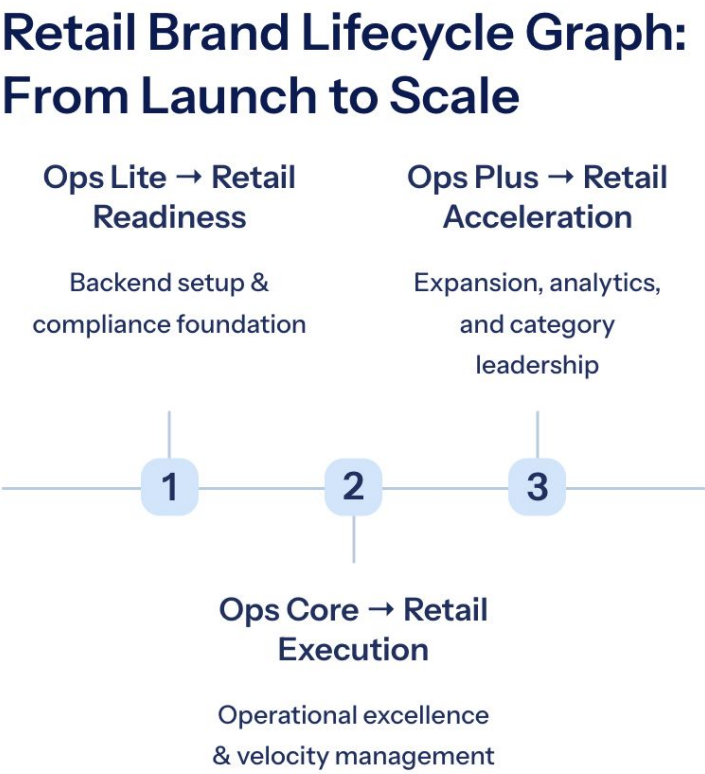
OPS CORE – EXECUTION

- For brands already listed or launching in retail
- Focus: portal management, media setup, broker coordination
- Outcome: predictable operations, faster sell-through velocity



OPS PLUS – SCALE

- For brands expanding across multiple retailers or geographies
- Focus: data analytics, retail expansion, governance & finance insights
- Outcome: scalable sell-through, category leadership, and international growth



Each tier builds upon the previous one — guiding brands from retail readiness to full-scale acceleration.

\$0 → \$15M in 2 Years

How ShelfGetter's Ops Backend Replaced a Full US Sales Team

Starting Point:	Year 1 – Foundation & Validation:	Year 2 – Scale & Breakthrough:	Impact Metrics:
▪ DTC-only brand, \$0 retail revenue ▪ ShelfGetter built complete backend: pricing, CRM, PPWs, dashboards, broker coordination ▪ Objective: make the brand retail-ready for national chains	▪ Launched into GNC + The Vitamin Shoppe (specialty nutrition channel) ▪ Activated full PPW process, pricing architecture, and CRM systems ▪ Reached 1,000 doors → \$3M retail revenue	▪ Expanded to Sprouts (natural channel) and Target + Walmart (mass retail) ▪ Managed retail media, reviews, and promo ladders through ShelfGetter's Ops Core ▪ Scaled to 5,000 doors → \$15M retail revenue	▪ 10× productivity through SOP-driven execution ▪ EBITDA +8% via pricing + promo optimization ▪ PDP conversion +30% after review + content upgrades ▪ Replaced need for a full US Sales Director headcount

Visual Timeline:

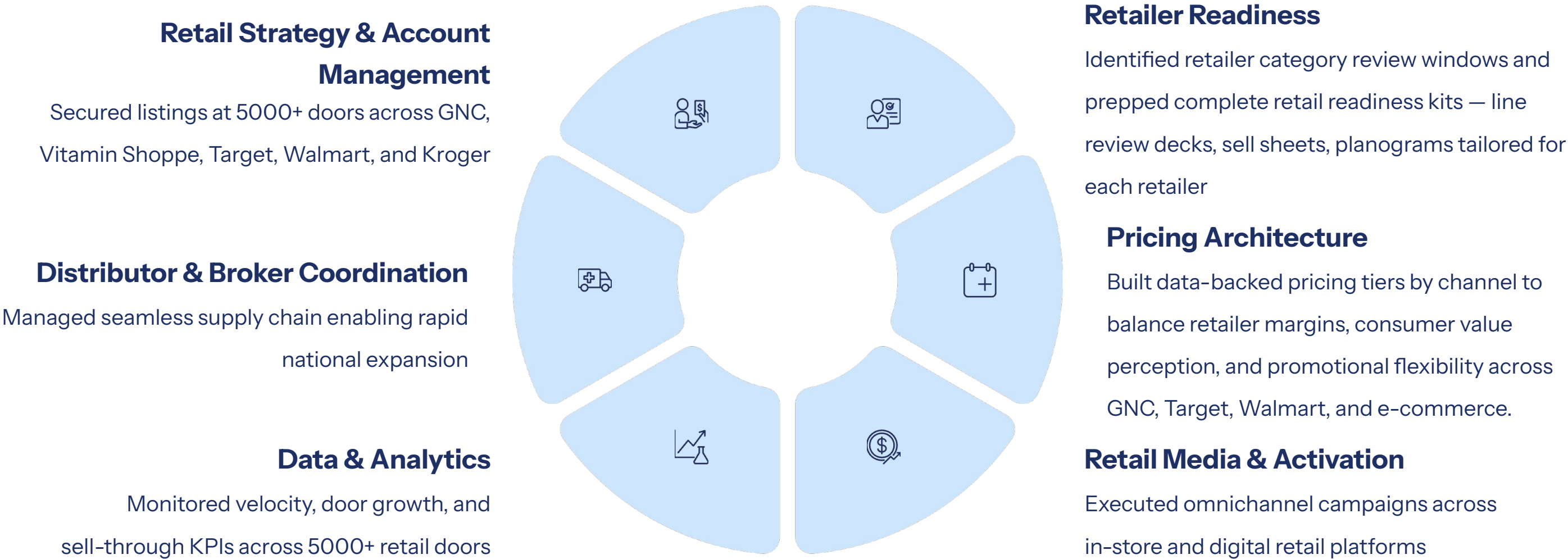


ShelfGetter's backend systems turned operational precision into scalable retail growth — proving that strong ops replace entire sales teams.

Retail Acceleration in Action

Leveraging our full-stack services to deliver 10x retail growth

Here's how we leveraged every ShelfGetter capability to achieve the \$15M growth shown above.



From strategy to shelf — full-stack execution driving \$15M in 12 months.

90-Day Retail Acceleration Roadmap

Structured onboarding and execution plan designed to deliver retail-ready impact fast.



Days 1–30: Foundation & Strategy

Early onboarding and product immersion

- Market & competitor analysis
- Retailer mapping and opportunity sizing
- Pricing architecture and margin analysis
- Initial deck + sell sheet creation



Days 31–60: Activation & Submission

- PPW + retailer submissions (Target, Sprouts, GNC, Walmart.com)
- Broker alignment and outreach
- Trade show submission(s) and budgeting
- First CRM pipeline build-out and buyer outreach
- Launch retail assets (sell sheets, decks, PDPs)



Days 61–90: Expansion & Optimization

- Sampling and training program planning
- PDQ and display development
- Retailer feedback analysis and revisions
- Dashboard setup (velocity, listings, submissions)
- Growth roadmap for next 6 months

From onboarding to activation — ShelfGetter drives measurable retail progress in 90 days.

Thank you



From DC to end-cap — every aisle, on repeat.

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