

ATLANTIC GRUPA

“The Mintec Forecast Service delivers comprehensive analysis and clear hedging recommendations that enables our company to make data-driven decisions.

Danijel Banek
Executive Director Central Purchasing



/ABOUT ATLANTIC GRUPA

Atlantic Grupa is the leading food company in the Adriatic region. Headquartered in Zagreb, Croatia it has production plants across five countries and companies in eight countries. Atlantic Grupa employs more than 5000 people.

/THE CHALLENGE

Atlantic Grupa used its suppliers and various sources of information such as newspapers and data providers to find out what was going on in the commodity market. The main problem with these sources was that they did not monitor commodity markets from the buyer's perspective and the insights into commodity markets were too general.

Another challenge was that some of the available sources were not fully objective or independent, which could make the information provided by the sources questionable or untrustworthy.

As a company that is extremely exposed to commodity volatility due to its production materials portfolio, Atlantic Grupa has to, not only minimize the risk of commodity price increases but also, use the commodity markets' volatility as the source of its competitive advantage.

/MINTEC'S SOLUTION

The service provides Atlantic Grupa with all required analyses and clear hedging recommendations which enables the company to make data-driven decisions. The service has become an indispensable tool and source of information for every Category Manager and Buyer of Atlantic Grupa. Every new subsidiary gets access to the service right after being acquired by Atlantic Grupa.

This secures a unified view of commodities among the employees, adding further value to the business.

/THE BENEFITS

After Atlantic Grupa started using the service, it succeeded in standardizing commodity market forecasting used for budgeting its production materials and related hedging decisions.

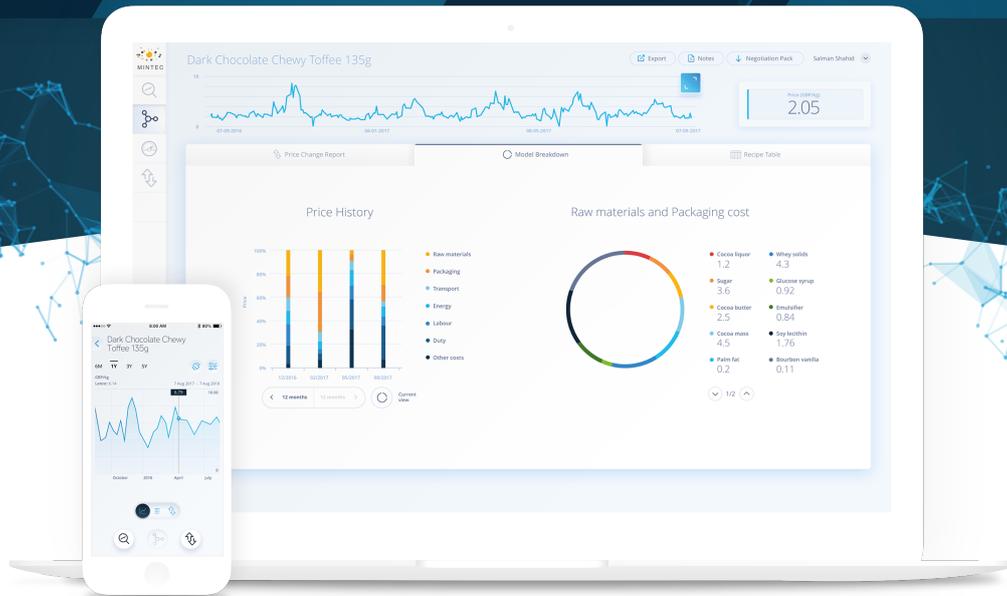
Atlantic Grupa's procurement department improved its credibility internally amongst its internal stakeholders. The service helped align procurement across the company, by standardizing market analyses and commodity risk monitoring. The service also helped Atlantic Grupa streamline the budgeting process, where commodity price forecasting is a key step in the entire planning process.

Likewise, Atlantic Grupa's negotiations with its suppliers also enjoyed strengthened credibility. These negotiations became based on information derived by the analyses obtained from the service, Equipping Atlantic Grupa with knowledge on current and future commodity markets. This garnered respect for Atlantic Grupa's negotiation position, thereby becoming a great asset in this process.

The service allowed Atlantic Grupa to navigate commodity markets with greater agility and awareness

“Mintec Analytics should be an indispensable tool for any company or organization dealing with purchasing commodities

- 1 Because the food products you buy come from different sources & suppliers. **They're exposed to different market conditions.**
- 2 A lack of transparency makes it hard to identify their real cost. **So understanding the real price of raw materials is difficult.**
- 3 But time is limited to prepare analyse for complex negotiations. **Meaning suppliers & customers can't always agree on price.**
- 4 Making informed decisions on price means being mindful of market conditions. **To negotiate successfully, you need to have all the relevant information.**



Mintec Analytics provides retailers & manufacturers with **+15,000 independent global prices** & intelligence tools for food ingredients & soft commodity markets.



PRICE CLARITY

Strengthen your negotiating power with suppliers with instant access to independent market pricing & data to inform competitive purchasing strategies.



MANAGE RISK

View price volatility & understand primary cost drivers to better manage risk, assess supply chain impact & identify more efficient alternatives.



REPORT & ANALYSIS

Self-serve data visualisation tools & bespoke dashboards enhance the way you digest, present & share data with your team or across the wider business.



WIN BACK TIME

View & retrieve data quickly plus simplify & automate complex modelling & analysis with dynamic reports, custom alerts & comprehensive negotiations packs.



UNLOCK INSIGHTS

From supply & demand to currency, interest rates & political stability - get birds-eye view of key drivers across your category of interest. Access historic current and forecast views for each.



TREND MOVEMENTS

Strengthen your approach & inform your longer-term strategies by pinpointing future trends & gaining a better understanding of where the market is heading.

