TRADR LOOP

TRADE INTELLIGENCE



A clearer picture.
A better next move.

Intelligence built around the work in trade.

Connect what is visible, what is available and what can be corrected. Give brand teams an evidence-led view of their market, and field teams a practical next action.

Capability guide. AI-generated service imagery and clearly labelled worked examples; not client-project photographs or customer performance claims.

01 / DIAGNOSE THE CONSTRAINT

The shelf is empty. The response should not be automatic.

Image recognition becomes useful when it is joined to range, backroom stock and retailer confirmation.



ILLUSTRATIVE SCENE / AUTHORED VISION OVERLAY

40 shelf gaps in 104 assessed outlets

24

Stock is in store

Replenish the shelf from accessible stock. Confirm permission and take completion evidence.

10

No store stock

Send a stock request to the nominated supply owner. A merchandiser cannot fill from absent stock.

6

Stock status unknown

Check the backroom or ask the retailer. Do not turn a missing observation into a stockout.

Illustrative 120-outlet panel. Synthetic data, not customer results. 16 of 120 outlets are unassessed. The picture is not the source of these sample counts.

02 / PRICE AND PROMOTION INTELLIGENCE

Read the price. Resolve the context.

A number on a board is not yet a comparable SKU price. Pack size, sales unit, offer dates and outlet eligibility change the decision.



ILLUSTRATIVE SCENE / NOT A LIVE OCR RESULT

What the capture suggests	What context establishes	Next action
R24.99 vs approved R19.99	Same pack, unit and valid offer; +R5.00 (+25.0%).	Check with retailer; use only approved price material.
The old promotional price is visible	Offer validity has ended.	Replace or remove the expired material with permission.
Two readable but different prices	Case vs single, or a different pack.	Resolve the match before counting a price exception.

Not every OCR flag is a price failure.

Sample panel: 86 matches, 8 confirmed issues, 2 pack reviews and 8 unreadable observations across 104 assessed outlets.

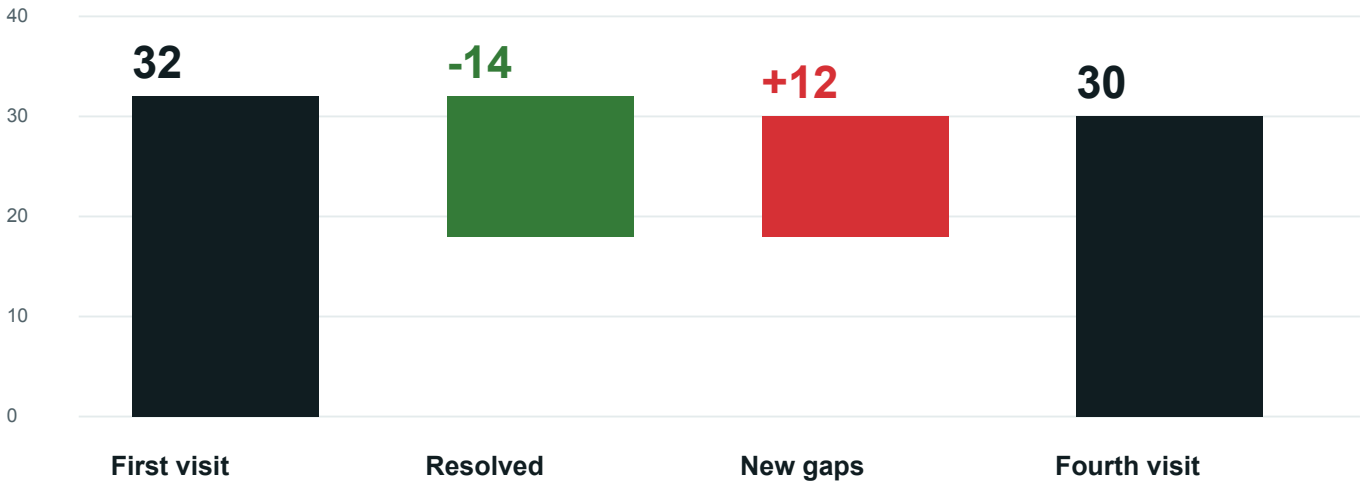
Illustrative 120-outlet panel. Synthetic data, not customer results. The worked price record is illustrative, not extracted from the photograph. Retailers retain pricing authority.

03 / LONGITUDINAL OUTLET INTELLIGENCE

A small net change can hide a lot of movement.

Match the same outlet, criterion and campaign across visits. Distinguish a persistent problem from a new failure and an improvement that held.

POS gaps: first visit to fourth visit



18

Persist through all four

The same POS gap is still present at every visit. Give it an execution owner.

14

Resolved since the first

A changed state is visible. Check whether the correction remains in place.

12

New since the first

Stores that passed initially now have a gap. Investigate material loss or campaign change.

A different action for each cohort.

An average alone says the gap count fell by two. The outlet history shows where to fix, where to protect the gain and where a new issue needs attention.

Illustrative 120-outlet panel. Synthetic data, not customer results. 104 matched, assessed outlets; same POS criterion. 32 - 14 + 12 = 30. The 16 unassessed outlets are excluded, not passed.

04 / DEPLOYMENT INTELLIGENCE

Send a workable mission, not a list of every gap.

Apply stock, material, permission and offer checks first. Then bundle approved tasks at the same outlet and fit them to available field time.

50

Ready task candidates

24 replenishments + 18 POS installs + 8 approved price-material tasks.

38

Unique outlets

Twelve outlets have both shelf and POS work. Combine the work into one visit.

12

Fewer visit starts

38 bundled starts instead of 50 separate task visits: 24% fewer in this example.

Choose one cluster for the 360-minute window.

Cluster	Ready tasks	Selected tasks / outlets	Time incl. travel
CBD	30	28 tasks / 16 outlets	351 min
Township	18	18 tasks / 18 outlets	357 min
Commuter	2	2 tasks / 2 outlets	89 min

The densest ready cluster goes first in this example.

CBD fits 28 tasks at 16 outlets in 351 minutes. Township fits 18 tasks in 357 minutes. Urgent campaign deadlines can override a task-volume ranking.

Illustrative 120-outlet panel. Synthetic data, not customer results. Exact visit-bundle selection under assumed times: access 8 min; shelf 8; POS 5; price 4. Travel allowances: CBD 50, Township 90, Commuter 65 min. Not measured cost savings or road-network routing.

05 / EVIDENCE-LINKED FIELD ASSISTANCE

The assistant should explain why this action comes next.

A useful answer joins outlet history, the approved brief and the constraints on the ground. It also knows when to ask for more evidence.



ILLUSTRATIVE FIELD-ASSISTANT SCENE

DEMO-001 / What should I do at this store?

The POS gap has persisted for four visits. Accessible backroom stock, supplied materials and permission are confirmed in this example. Replenish the agreed shelf, install the approved POS and capture both results. No price change is required.

Evidence behind the answer	Controlled next step
Visit history + current stock check	Show the source record and time; request a recapture if it is stale.
Approved task + readiness + completion photos	A manager approves work; a supervisor accepts the evidence. Keep the original observation.

Synthetic assistant response from the shared worked example; not a live model or autonomous dispatch. Authorised data, catalogue and assistant integration are configured to the programme.

06 / TECHNOLOGY THAT EARNS TRUST

Keep the observation. Prove the correction.

TRADR Loop's field-capture and review foundation connects the outlet, evidence and decision. Recognition and assistant modules extend that workflow against a defined acceptance standard.

01

CAPTURE

Outlet + task + time + evidence

An image without its outlet or campaign context cannot establish compliance.

02

INTERPRET

Product candidate + pack + ticket association

Retain uncertain and unmatched observations for review, including obscured or low-light captures.

03

CHECK

Configured rule + applicable denominator

Test required fields, timing, location plausibility and conflicting answers as configured.

04

REVIEW

Accepted / recapture / unresolved

Keep the original answer, review changes, comments and the authorised decision trail.

05

ACT & VERIFY

Approved correction + new evidence + revisit

Do not overwrite the audit baseline with the completed fix. Track whether the change survives.

Controls and module availability are confirmed in the scoped implementation. A configured field or illustrative screen is not a blanket accuracy, fraud-detection or security certification.

07 / VALUE THAT LASTS BEYOND THE VISIT

A fix is valuable.
A fix that holds is more valuable.

Measure delivery, retained execution and business impact separately. A completed installation is not yet proof of lasting visibility or incremental sales.

18

Accepted POS corrections

A hypothetical next phase on the 18 ready POS outlets.

15

Revisited for verification

Three still await usable follow-up evidence. Verification coverage: 83.3%.

12

Still compliant

Three have relapsed. Retention is 12 / 15 = 80.0% among verified revisits.

Keep the unknown visible.



Decision measure	What it can establish
Cost per accepted task	Scoped execution spend / accepted tasks. Use the same cost boundary across alternatives.
Retained correction rate	Compliant matched revisits / usable matched revisits; show verification coverage alongside.
Incremental commercial impact	Join verified sales or orders to an agreed comparison design. Execution improvement alone is not sales uplift.

Hypothetical follow-up of the shared example, not observed delivery. The 3 unverified outlets are neither successes nor failures. Findings do not imply a programme-wide score or national market share.

08 / LOCAL AND TRADITIONAL TRADE

The intelligence must fit the way the outlet trades.

Use a channel-specific evidence plan. A service window, supermarket aisle and wholesale case-stack cannot all be judged by the same shelf photograph.



AI-GENERATED SERVICE VISUALISATION / NOT CLIENT PHOTOGRAPHY

Where the work happens	The useful intelligence	Management decision
Spaza service window	Availability confirmed by retailer; visible price board; reachable POS.	Separate unseen stock from absent stock. Agree a visible, permitted placement.
Informal supermarket / CBD	Pack mix, shelf vs backroom, price unit, campaign material.	Choose a shelf correction, retailer briefing or supply handoff.
Taxi rank / street vendor	Trading window, permissions, supplied stock and activation reconciliation.	Deploy at an approved time and place; track trial separately from buying.
Modern trade / cash & carry	Planogram, shelf edge, case vs unit, accessible stock and buyer follow-through.	Replenish to the approved layout and connect verified stock requests.

Channel-specific scope is agreed before deployment. Observed availability and retailer-reported availability remain separately identified.

09 / BRAND INTELLIGENCE PRODUCTS

Answer the commercial question. Not just the capture question.

A configurable intelligence brief brings together the category, the outlet panel, the field evidence and the decision the brand team needs to make.

01 Availability & replenishment

Where is the range missing from the shelf, and where is there stock to fix it?

Shelf and store stock status, missing range and owned replenishment handoffs.

02 Price & pack architecture

Are shoppers seeing the intended offer on comparable products?

Pack-normalised observations, valid campaign exceptions and unresolved ticket matches.

03 Visibility & competitive presence

Where is our agreed presence weaker than the plan?

Observed facing share on complete category captures; POS condition and placement.

04 Promotion & retailer knowledge

Did the campaign reach the store and become understandable?

Material acceptance, cashier or retailer knowledge checks, briefings and repeat checks.

05 Quality & stock care

Which stores need stock rotation or a quality escalation?

Accessible-stock FIFO/FEFO checks, legible date evidence and approved issue handling.

06 Activation & trade follow-through

Did trial connect to a stocked route and a verified next purchase?

Reconciled samples, permissioned enquiries and separately verified first and repeat orders.

Facing share is an observed merchandising measure, not sales market share. National inference requires an appropriate sampling frame and weighting; sales measures require suitable commercial data.

10 / ANALYTICAL METHOD

A stronger insight has an inspectable method.

Agree the question and decision first. Then specify the population, data collection, calculation and acceptance test needed to answer it.

Method	What makes the conclusion useful
Catalogue matching + OCR association	Evaluate SKU and pack matches, price transcription and product-to-ticket association separately. Test across real channel, lighting and pack conditions.
Held-out labelled evaluation	Separate calibration images from the acceptance set; avoid the same outlet or near-duplicate images across the split. Report precision, recall and abstentions, not a single unqualified accuracy number.
Matched-outlet transition analysis	Keep the outlet, criterion and applicable campaign consistent. Classify persistent, new, resolved and relapsed states; expose unassessed records.
Constrained task allocation	Gate tasks on evidence and readiness. Bundle same-outlet work, then fit the agreed objective to crew time and access constraints. Recalculate when constraints change.
Panel design and coverage	Define which stores the panel represents. Use channel/region strata and valid inclusion probabilities before weighted market estimates; do not infer national coverage from a convenience sample.
Incrementality evaluation	Where sales data and a valid comparison exist, use a planned pilot/control design and examine baseline comparability, contamination and seasonality. Report execution change separately.

Make confidence actionable.

An uncertain pack match should lead to a sharper capture or human review. A stock dependency should lead to a supply owner. Neither should become a confident but unusable recommendation.

Methods describe a configurable delivery approach, not a claim that every module is deployed for every programme. Recognition performance and outcome baselines are agreed and tested for the selected scope.

11 / START WITH A MEASURABLE BRIEF

See the gaps.
Test the fix. Measure what holds.

A focused programme connects baseline evidence, selected authorised corrections and a review of retained execution.

R37,625

EXCLUDING VAT / GENERIC WORKED EXAMPLE

One brand. 50 outlets. One compact cluster. Four weeks.

Included in this example	Scope
Baseline	50 outlet assessments with photo evidence.
Supplied POS installation	Up to 25 selected outlets; up to three simple items each.
Basic merchandising	Up to 10 selected outlet resets using accessible stock.
Verification	10 revisits to selected outlets.
Programme support	Mobilisation, route coordination, weekly exception review and final evidence summary using an existing workflow.

Selections may overlap within the 50 unique outlets. Approved access, retailer permissions, supplied materials and accessible stock are prerequisites.

Excluded: printing and material production, stock and samples, venue charges, structural installation, special travel, new software, custom recognition and assistant integrations.

Estimate my pilot. Request a tailored rate card.

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Generic illustrative estimate, not a quotation, fixed offer or customer result. Final scope and price require a written proposal. No sales uplift or compliance outcome is guaranteed.