



Precision Pricing Execution

Maximizing Profitability Through Pricing Execution

The foodservice industry is highly competitive. Achieving maximum profitability is heavily dependent on price: the price you pay for your supplies and the price you charge your guests.

With DMA's pricing management process, we ensure that the supplier contracts you worked hard to negotiate are executed properly, keeping your costs in line.

DMA's collaborative process involves:

- **Standardized Contracts And Communication**

Standardized DMA contract forms and our careful review of their completeness and accuracy ensure that your distributors are using your exact negotiated contract pricing. The end result is that these contracts are explicitly clear, mitigating the risk of misinterpreting and mispricing your contracted products.

- **Pricing Implementation**

All distributors in the DMA distribution system implement pricing based upon the

clearly defined parameters in the customer's distribution agreement. Proper implementation of your pricing means your costs are exactly as you planned.

- **Agreement Cataloging And Tracking**

DMA catalogues and tracks each customer's contracts with their contract suppliers, including their start and end dates. We proactively notify customers of expiring contracts – 90, 60 and 30 days before their expiration – so there is no gap between expiring and new supplier agreements that leads to unnecessary price hikes.

