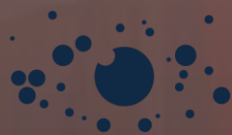


# Commodity Forecasting Case Study on Atlantic Grupa



Mintec



## ATLANTIC GRUPA TRANSFORMS ITS COMMODITY MANAGEMENT

The service:

- has helped aligning procurement across the company and streamlining the budgeting process
- has become an indispensable tool for every Category Manager or Buyer of Atlantic Grupa
- has strengthened Atlantic Grupa's position among suppliers and internal stakeholders substantially



Danijel Banek, Executive Director  
of Central Procurement at Atlantic Grupa

**ATLANTIC**  
GRUPA

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

Winner of The Organisation of the Year at the EIPM Peter Kraljic Awards of Excellence in 2015.

[www.atlantic.hr/en](http://www.atlantic.hr/en)

## FRAGMENTED MARKET INTELLIGENCE

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.

## DATA-DRIVEN DECISIONS

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. 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.



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*- Danijel Banek, Executive Director Central Procurement, Atlantic Grupa*

## TURNING ITS POSITION SUBSTANTIALLY

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.

## THE SOLUTION

The company is an independent provider of commodity market intelligence, whose online services support a growing number of companies in achieving a competitive advantage through a superior management of commodity markets. The insights provide users with a holistic overview of key commodity markets and provide tangible hedging recommendations, upon which clients can navigate the market.

[Click here to read more about the Commodity Forecasting Service](#)