

A ShelfScope Case History -- Brand KeepWell

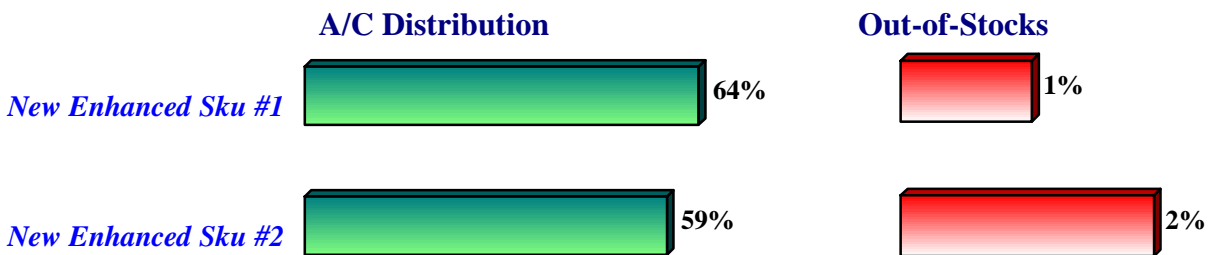
Brand KeepWell, a healthy side dish, had been growing steadily over the past few years. Two new SKUs with an enhanced ingredient mix had been launched over the most recent six months. KeepWell's management was concerned that distribution of the new SKUs was not to the levels they expected at this point, post launch.

Hoping to get a running start to the new year, a *ShelfScope* was commissioned. KeepWell's management hoped that by plugging out-of-stocks and distribution gaps for the new items early in the year, their aggressive budgeted sales plan could be met. In addition to the new skus, they also decided to monitor the distribution of KeepWell's top-selling items at the same time, to identify out-of-stocks on the main-line skus that needed to be addressed.

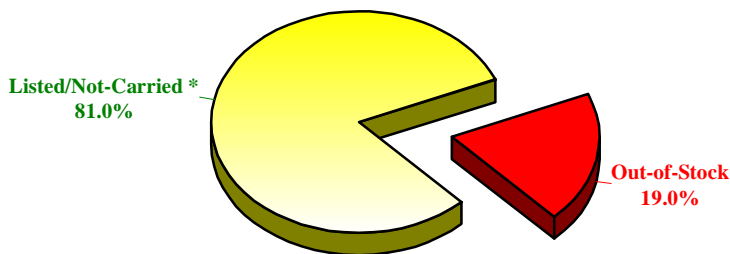
The results:

As expected, the new skus had poor exposure. Overall, however, the out-of-stocks on new skus were far less a factor than had been anticipated.

Brand KeepWell New Enhanced Skus A/C Distribution and Out-of-Stocks



Brand KeepWell National Opportunities -- Stores with Out-of-Stocks Plus Listed Skus But Not Carried



The most significant result was that out-of-stocks were only 19% of the brand's opportunity.** By more than a 4 to 1 margin, solving the "listed but not carrying gaps" was the true top priority!

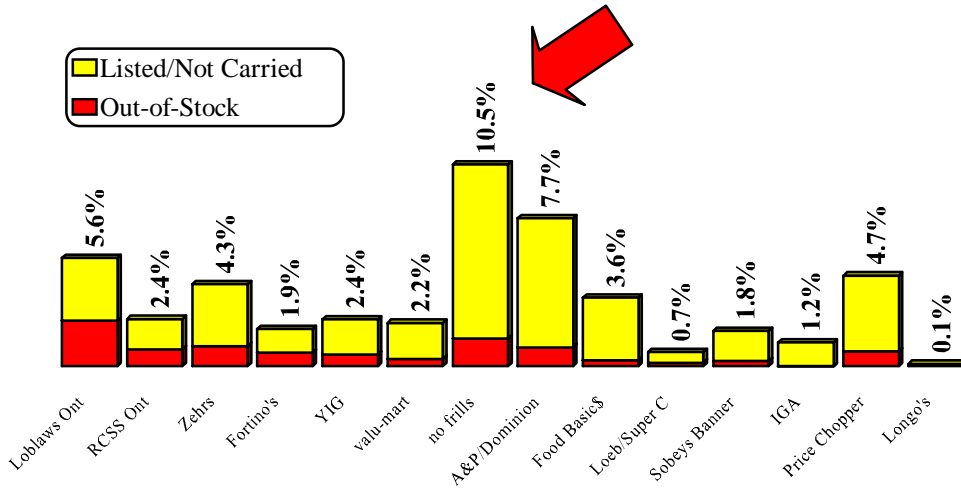
** *opportunity = out-of-stocks plus stores not carrying where listed*

How did we do the calculations? First, Foreknowledge compared the authorized listings for each store with each sku audited. Each item was then classified into 5 categories

1. "listed & carried" (product or shelf tag present)
2. "listed & carried & out-of-stock" (no product but shelf tag present)
3. "listed & not carried" (listed but no product and no shelf tag)
4. "not listed" (not listed and no product and no shelf tag)
5. "delisted" (formerly listed but may have product or tag still available)

The total "opportunities" were then calculated ("listed & carried & out-of-stock" plus "listed & not carried").

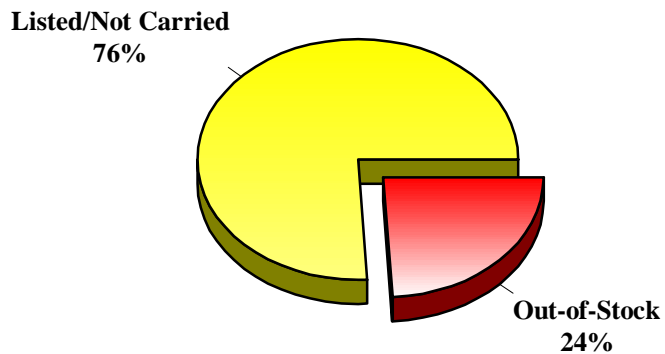
In the results, we prioritized each account to be addressed . For example, in Ontario, KeepWell’s biggest opportunity was in no frills.



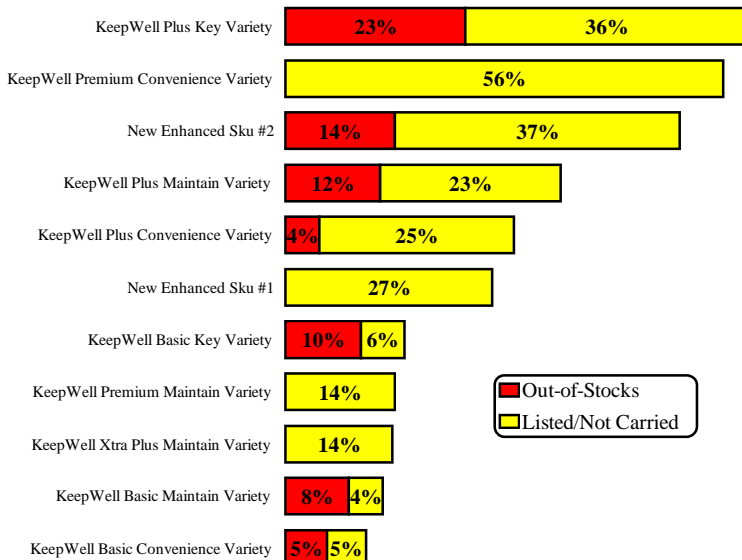
10.5% of KeepWell’s Ontario opportunity lies in *no frills*. The majority of this opportunity is addressing skus that are listed, but not “carried” in individual stores.

Brand KeepWell Opportunities in no frills

In no frills, while out-of-stocks were 24% of the potential improvement, still listed/not carried skus represented 76% of the opportunity!



Brand KeepWell Opportunities in no frills by Sku



The first priority in no frills is one of KeepWell’s most important skus (Plus-Key Variety). It is out-of-stock in 23% and NOT CARRIED in a further 36%! Next most important is Premium Convenience Variety. Though listed, 56% of the stores do not carry it.

THE FINAL RESULT?

By immediately addressing the identified priorities early in the year, KeepWell significantly exceeded the revenue plan for the whole year!

For more information or to discuss an in-store assessment for your brands email dsg@foreknowledge.ca or call 416-693-1234 ex 22