

How to Power Your Trade

Over the next five years...

Minimal In-Store Growth
Slowdown in Overall FMCG Online Sales

3%
projected growth for UK supermarkets

IGD Channel Opportunities 2019

40%
expansion of online consumer goods sales

How do you maximise the output of every facet of your business, delighting consumers regardless of shopping channel?



Increasing Customer Satisfaction with Improved On-Shelf Availability

8-10%
OOS rates for general products

ECR Benchmarks, 2016

10-12%
OOS rates for promoted products

GMA 2019

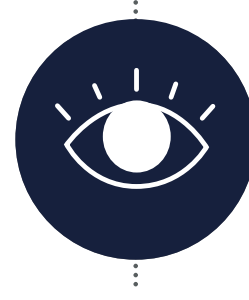
Upwards of **15%**
OOS on consumer products listed

FMI Nielsen 2019

£14bn retailer revenue lost in the UK in 2018 due to out-of-stocks

2019 Global Report from Adyen and 451 Research

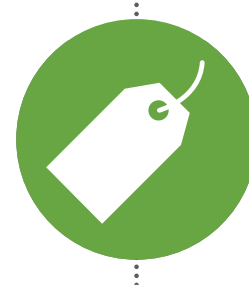
What can cause a lost sale in the store:



Not visible



Wrong location



Incorrect pricing/labeling



Damaged product



Product OOS

On-shelf availability issues have plagued the retail market for years.

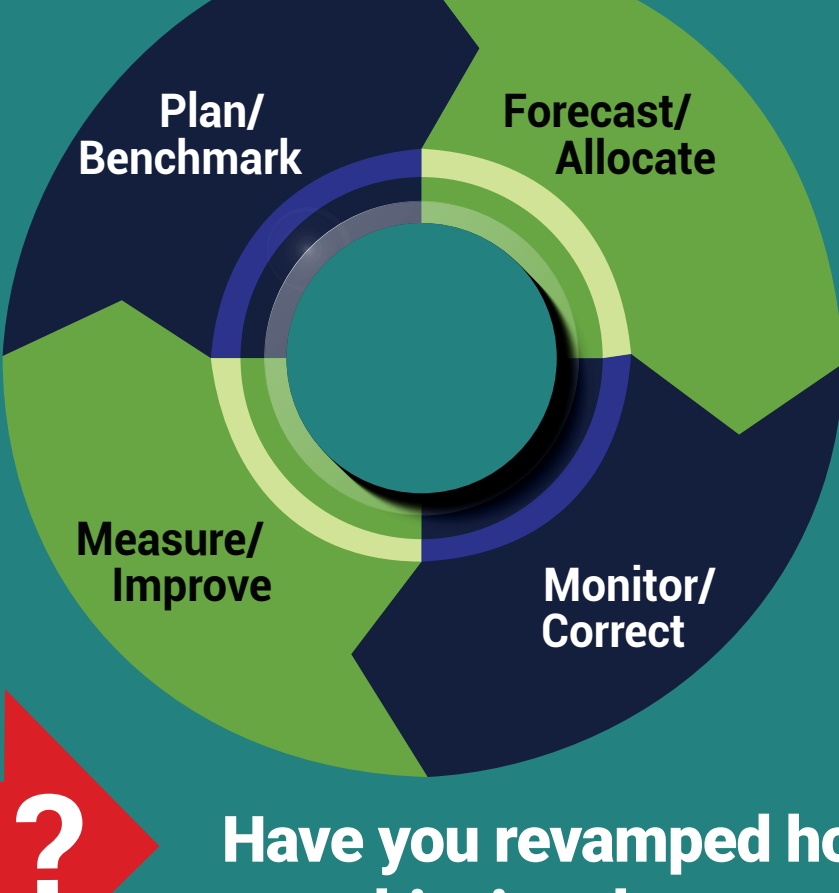
In this peak competitive environment, we're at a critical juncture in the evolution of grocery retail—the rise of omnichannel, new store formats and trial-and-error delivery services have created a struggle for profits and shopper loyalty.

In a constantly shifting marketplace, how can you achieve balance between strategically optimising on-shelf availability across all points of distribution and tactically addressing everyday in-store OSA missteps?

Effectively Powering Every Promotion

"It takes the average business user **4 weeks** to understand if a trade promotion was effective".

CGT Tech Trends 2017



Delayed promotional measurement must be relegated to the past. Today's fast-paced environment necessitates a comprehensive plan for closing the loop on every single promotion. Otherwise, you risk leaving money on the table.

Have you revamped how you measure promotions to ensure you are achieving the greatest ROI from an optimised promotion mix?

Driving Omnichannel Success

40%
of total ambient sales move online by 2025.

The Dialogic Group 2019

£16.7bn
in expected online consumer goods sales by 2024.

IGD Channel Opportunities 2019

OMNICHANNEL IMPORTANCE

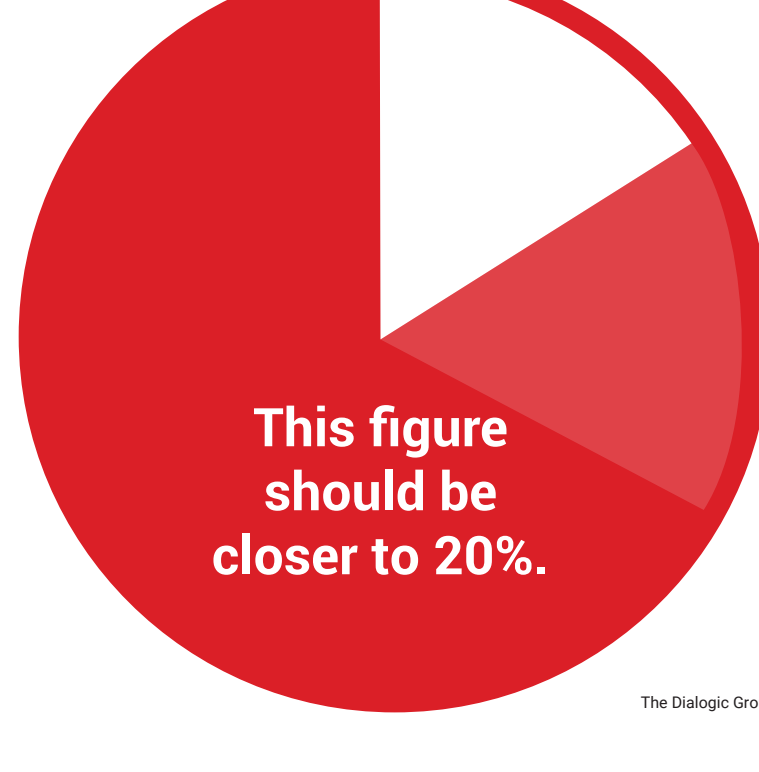
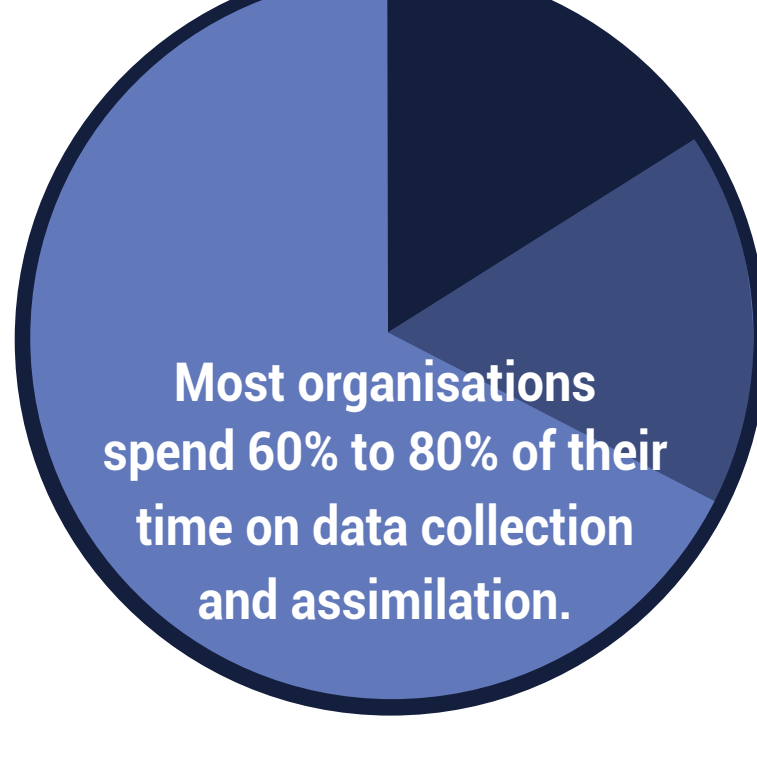
In-Store Influencing Online	Must Be Online
HEALTHY & BEAUTY	LARGE PKG SIZES, SKIN CARE, PAPER PET CARE
Must Be In-Store	Online Influencing In-Store
DAIRY, FROZEN	DRY GROCERY, INFANT, HOUSEHOLD CONSUMABLES

OMNICHANNEL VALUE

The continued rise of omnichannel is forcing manufacturers and retailers to rethink assortments in-store and on the digital shelf, not to mention calling into question how to optimise stock for online deliveries.

Have you solved the omnichannel dilemma for your company and product mix?

Insights-Driven Analytics for Every Part of the Business



The Dialogic Group 2019

Your weekly reports ought to automatically and efficiently deliver revenue-driven insights, prompting corrective actions across every phase of the product lifecycle.

PRODUCT LAUNCH

BASE SALES



PROMO/EVENTS

PRODUCT RUN DOWN

By spending less time mining for insights and more time on corrective actions in-store, you can drive increased growth and profits while optimising resource effectiveness.

Are your reports providing the insights you need to succeed? Or, are they simply checking a box on an overwhelming to-do list?

Empowering Field Teams to Boost In-Store Sales



Ensure you take the right action, at the right store, at the right time.

Understanding the potential value of every action to increase the operating efficiencies of your field team can drive the maximum potential ROI for every store visit.

Are you optimising in-store activities to improve field team productivity and drive significant growth?

Step up your trade by maximising your growth opportunities; [click here](#) to learn more, or visit

www.retailsolutions.com.

