

OPTIMIZED ASSORTMENT

DELIVERS 3.2 MILLION INCREMENTAL CASES IN 26 WEEKS

A Case In Point by Willard Bishop

Category: Bottled Water



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To learn more about increasing profitable volume through optimized assortment, contact Jim Hertel at jim.hertel@willardbishop.com 847.756.3712

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Challenges

Growth in the Bottled Water category had subsided; however, manufacturers continued to push for additional shelf space to accommodate new product introductions.

Additionally, key manufacturers in the category, led by two branded players and private label, shared assortment views that were not aligned with customers' perceptions.

Inside the Insights

Willard Bishop began by interviewing senior merchants to understand their perceptions and needs. Next, Willard Bishop analyzed shopper data and item performance data to:

- Identify product duplication
- Determine the optimal number of brands
- Redefine space allocations based on assortment and financial performance
- Develop new adjacencies and traffic flows to maximize volume while improving shoppers convenience

Category Sales Up 31%

Total category sales increased by 31% over 26 weeks. Other performance gains included:

- Growing sales of branded products by 29% in 26 weeks
- Reallocating an average of 3,200 linear feet (across four major chains) to branded manufacturers
- Capturing an incremental 3.2 million cases (across four major chains)

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Willard Bishop, with nearly 40 years of experience in consumer packaged goods (CPG) and food retailing, has earned the reputation as the industry's preeminent consulting firm. The company's rich history is steeped in delivering high-impact, high-value solutions across the CPG value chain.

Today, Willard Bishop continues to enhance the performance of its clients by using advanced analytics and superior insights to create game-changing outcomes.

Willard Bishop provides a solution matrix that combines expert knowledge and insight with custom-developed applications and tools, to improve client performance – from concept to consumer.

Willard Bishop practice areas include:

- Activity-Based Costing
- Retail Pricing/Promotion
- Localization Strategies
- Shopper Relevancy
- eCommerce
- Channel Development
- Collaborative Performance
- Product Positioning



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PRODUCTS

AD-IN™, developed by Willard Bishop and Prognos, is the first promotion productivity tool that optimizes the collective performance of a retailer's circulars and TPRs in order to gain margin and increase visits.



The Total Store SuperStudy™ (grocery) is a product performance benchmarking tool, created using 52 weeks of performance data from top retailers in the U.S. *SuperStudy™* sub-subscribers use this proprietary, aggregate data (available at total store, department, category, and brand levels) to make better decisions based on key financial metrics, including cost of goods, trade monies, margins, unit volume, profitability, ROI, and other financial performance measures.

The Convenience Store SuperStudy™ is a benchmarking and basket analysis tool used to improve decision making, and for developing fact-based performance initiatives. The 2014 *SuperStudy™* includes all key packaged goods and food service categories, as well as sub-categories, across three leading c-store chains.

The Localization Study™ is comprised of 60 million shoppers across select retailers in 25 states. The study is used by retailers and manufacturers to extract actionable insights from the study's transactional data, which spans 1,400 stores over a 104 week period. Subscribers use the *Localization Study™* to analyze category performance, customer behavior, and merchandising effectiveness.