



WILLARD BISHOP MIX MASTER

The Most Practical Tool for Efficient Assortment Optimization

- The most practical approach for determining the optimal product assortment
- Great for retailers that don't have complete data sets
- Menu-driven system with intuitive user interface makes it fast and easy-to-use
- Provides validity checks after each step is completed
- Ability to weight results based on category role, which the user can define
- Ability to weight results across sales, movement, and adjusted gross profit (or any combination)
- Auto-imports adjusted gross profit data and true margins (at the SKU level) from Willard Bishop's Grocery SuperStudy™
- Generates Before and After Impact Reports
- License includes an unlimited number of copies

The **MIX MASTER ASSORTMENT TOOL** is provided through an enterprise-wide license (unlimited copies), with one point-of-contact.

Optional Profit Integration Tool

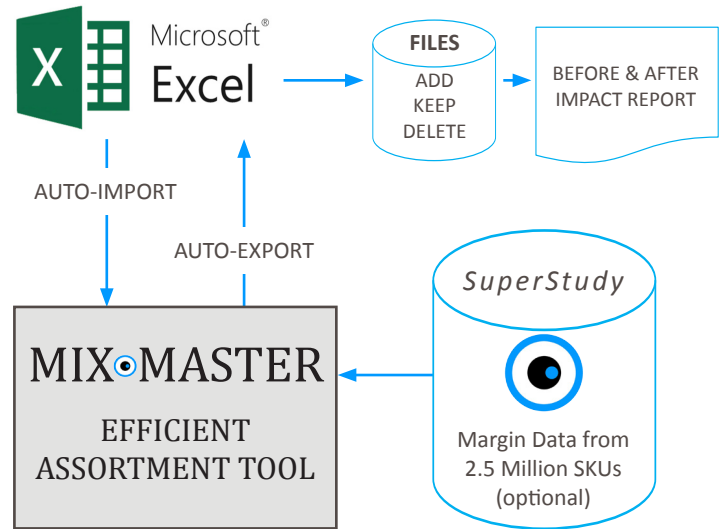
Many CPG companies do not have easy access to cost-of-goods data or adjusted gross profit data, especially at the SKU level. The Profit Integration Tool provides profitability data and margins from Willard Bishop's Grocery SuperStudy™, which enables users to include SKU-level profitability in their assortment analyses.

To learn more about MIX MASTER contact
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"Its fast, easy-to-use, and produces very credible results for our customers. It has all of the key features offered in the most sophisticated assortment tools, yet it's better suited for everyday use. That's why Mix-Master is my "go-to" assortment tool."

- Jay Buckhalter
Procter & Gamble

Sample Workflow



Sample Screens

Category Financials	\$ Sales	Movement	Gross Profit	SKUs
Per Store Per Week:	\$1,185	1,888	\$18,944	183

Segment 1	% Sales	% Sales	% Movement	% Gross Profit	# SKUs	Calculated Target SKUs	Imported Customer Targets
ECOSKYR	10.5%	18.2%	33.2%	42.2%	20	36	36
PREMIUM	38.3%	37.3%	17.6%	18.2%	70	36	36
SEMIOCKWAVE	38.5%	31.5%	28.0%	24.2%	65	31	31
TRADITIONAL	15.2%	22.5%	16.2%	15.4%	28	28	28
	100.0%	100.0%	100.0%	100.0%	183	128	128

Segment 2	% Sales	% Sales	% Movement	% Gross Profit	# SKUs	Calculated Target SKUs	Imported Customer Targets
ACI	2.2%	0.5%	0.5%	0.1%	4	4	4
CAI-PIZZA-ARTISAN	9.3%	0.5%	2.4%	1.1%	17	4	4
OSORNO	25.6%	19.4%	5.6%	8.5%	43	18	18
FRESHCORNETTA	6.7%	8.9%	4.3%	2.9%	16	8	8
PI	19.7%	19.9%	31.3%	33.5%	36	36	36
RED-BARRON	13.1%	14.6%	9.5%	10.2%	24	16	16
SOUTHBEACH	2.7%	0.7%	0.5%	0.2%	6	6	6
STOFFERS	3.6%	4.4%	4.9%	5.1%	7	7	7
TOMBSTONE	7.1%	9.3%	7.2%	6.2%	13	10	10
TORNADO	4.4%	7.0%	7.9%	11.3%	8	11	11
TORNADO	5.6%	9.5%	22.1%	22.9%	10	21	21
	100.0%	100.0%	100.0%	100.0%	183	128	128



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