

Assortment Optimiser



Identify the optimum range to grow your category.

It helps you to

Decide

which products to focus your investments on.

Defend

your range with compelling arguments.

Determine

which products are essential in store.

Benefits

Optimise your range

and rank the most important SKU's to understand which products to list.

Objective arguments

to discuss with retailers and identify the most important products from the consumers' point of view.

Increase your performance

by developing your market and shelf share thanks to compelling arguments for your products and against your competition.

Questions

How can you defend your brand from de-listing?

Which products are the most important to the retailers?

How much would the store lose if your brand was de-listed?

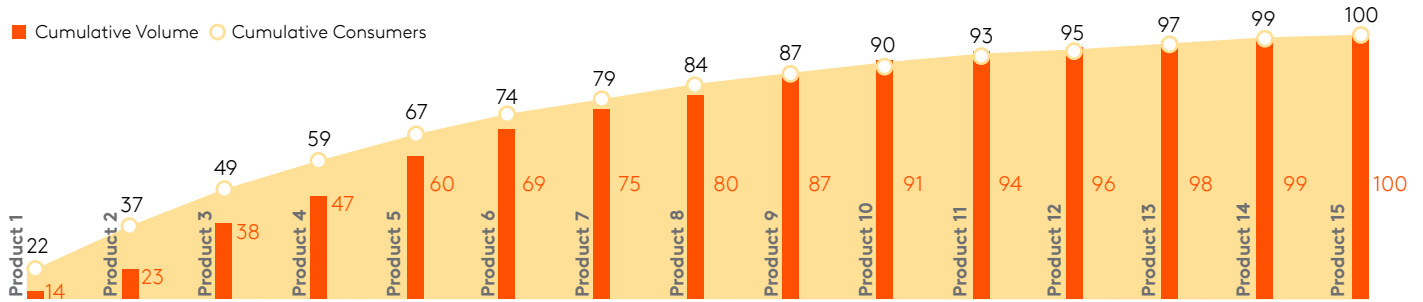
What are the key products in your range?

How many consumers are 100% loyal?

Which of your competitors' brands should be de-listed?

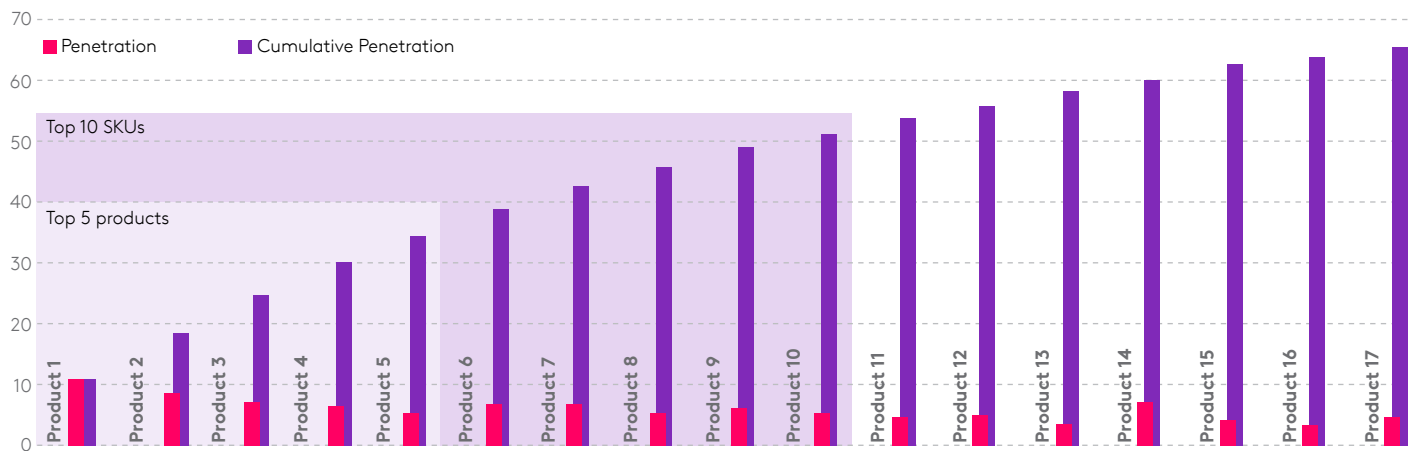
Case Study

The most important products are those which bring additional consumers and purchases



How can I defend my brand from de-listing?

10 Key SKUs: Enable a store to reach 50% of customers



Food for Thought



Winning Omnichannel: Finding growth in reinvented retail



Generating incremental growth through promotions



Winning Omnichannel: Finding growth in reinvented retail



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