

Freddie Sackey-Addo.



In-store Operation



Internal &
External
environment

Product
Availability

Service
Experience

Great Colleagues

What are you trying to achieve?

Volume



Quality



New Product / Experience



Some of the shopper priorities.

In-store

Product availability

- Can I get what I came in for?
- Do we have enough for it?
- Can the store order more?

Service experience

- What till are available?
- Do I need to queue?
- Is there help if I need it?

Colleague

- Is someone there to help?
- Are they helpful and friendly
- Do they know their stuff

Positioning is Key.



Ease to find



Merch flow



Associated purchase using OFDs

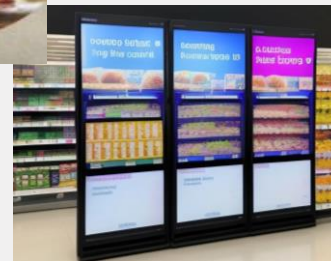
Instore promotion & Campaigns.

Engaging the customers

Shout about Value



Going digital



Experiential



Healthy choices & HFSS compliance.

Some hints and tips

Navigation



Easily identified



In aisle promotional space



In summary.

**Environment
&
operation**

**Space
&
location**

**Engagement
&
promotion**

Thank you.