

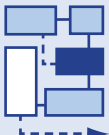


Field Marketing

Merchandising project to increase visibility, availability and drive sales

1000

Stores



Planning



Live Data Capture



Regionalisation



Retail Insight



Instore Expertise

Shelf tray implementation and merchandising project for Rustlers Burgers, the No1 brand in this category.

OBJECTIVES

- Implement new shelf trays to increase visibility without requiring additional space.
- Up sell additional products to retailers.
- Drive sales of Rustlers Burgers and increase availability.

ACTIVITY

- Rollout took place over 1000 sites of Best One, Cost Cutter and Total convenience stores.
- Installation of new shelf trays, to increase sales.
- Up selling additional products in range.
- Rectifying out of stocks.
- Identifying additional sitings for the products in-store increasing sales opportunities.
- Questionnaire providing store insight.



RESULTS

- *Over 4500 POS items installed.*
- *Identified additional sales opportunities in 89% of stores*
- *Up sold a total of 2000 incremental units across 38% of sites visited*

COMPLIANCE = 100%
within agreed time cales

