

RETAIL MERCHANDISING

What Does Award Winning Category Management and Merchandising look like?



There is no such thing as an “average” c-store. Every site is a unique combination of factors that all contribute to your balance sheet. That’s why SAS uses a combination of proven resources to assist you in making the most of your available space.

2018 CSN General Merchandise Category Captain

DELIVERING INNOVATION, PROVIDING SOLUTIONS,
EXCEEDING EXPECTATIONS IN DISTRIBUTION, MARKETING AND TECHNOLOGY.

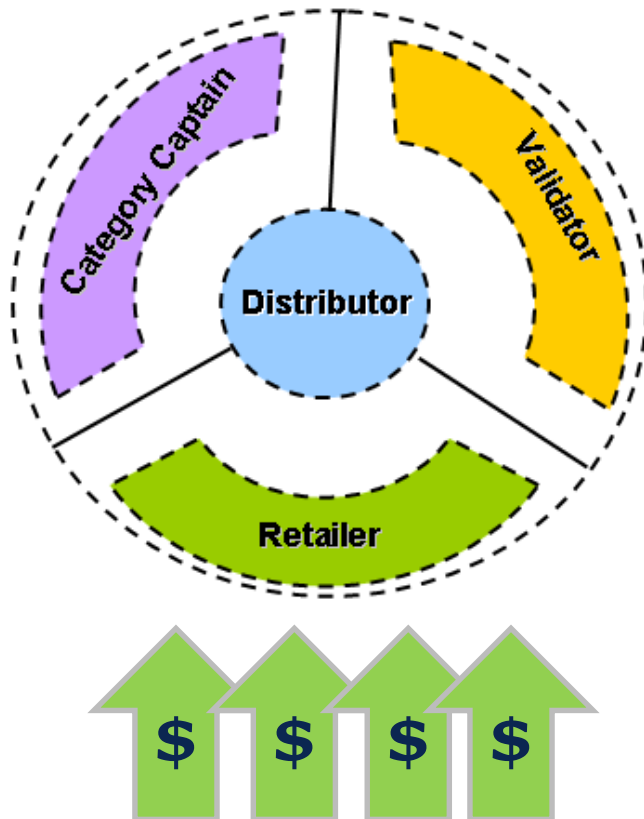


OVERVIEW

- **Best Practice Planogram Recommendations**
- **Dedicated Account Merchandising Analysts**
- **TRUE Space to Sales and Advanced Store Design Services**
- **Field Merchandisers and Full Store Reset Support**



BEST PRACTICE PLANOGRAMS
















Shared Goal: Retail Category Growth

SAS leverages the resources and expertise of our manufacturer partners to create best practice corporate planograms across major Center of Store categories by managing a **Captain and Validator** process between vendors.

SAS is at the center of the conversation between vendors, keeping category growth at retail as the primary goal.

BEST PRACTICE PLANOGRAMS

2022 POG Schedule

<u>Category</u>	<u>2021 Captain</u>	<u>2021 Validator</u>		<u>Annual Review</u>
Confection				Feb/Sep
Bag Candy				Feb/Sep
Salty Snacks				March
Breakfast				July
Energy Bars				July
Cookies				July
Meat Snacks				March
Nuts/Seeds				March
HBC				September
Grocery				May

On an annual basis, SAS names Manufacturers or Brokers as Category Captains and Validators. This system puts the investments vendors make toward data and industry research to work by awarding the vendors who are driving growth.



BEST PRACTICE PLANOGRAMS



Syndicated
Data



National & Local
perspectives



Controlled Industry
Studies

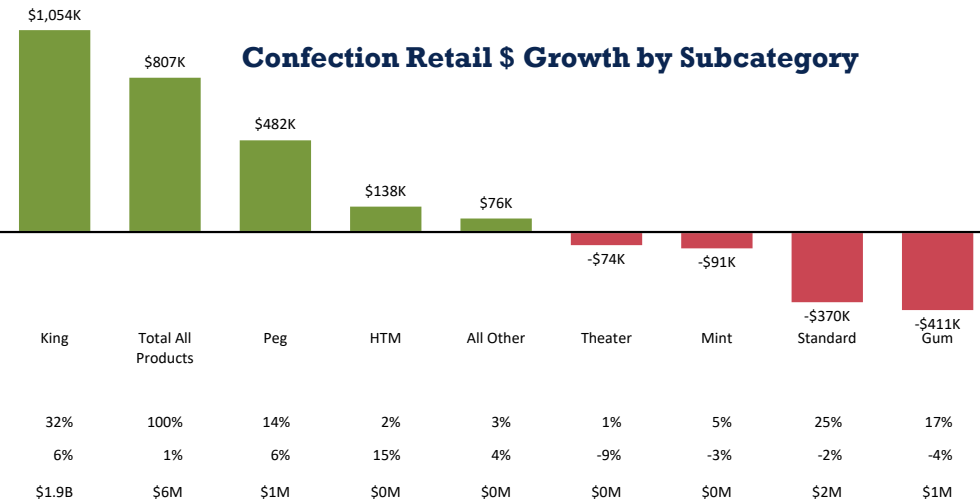
Vendors are judged by criteria such as:

- Overall Category \$ and Unit growth
- Access to Syndicated Data from different geographies.
- Recent Product Innovation
- Category Management resources and research.

BEST PRACTICE PLANOGRAMS

Once Category Leadership has been named, SAS works with vendors to update assortment and product positioning. Captains and Validators hold a extensive reviews looking at innovation and gauge item performance.

Confection Retail \$ Growth by Subcategory

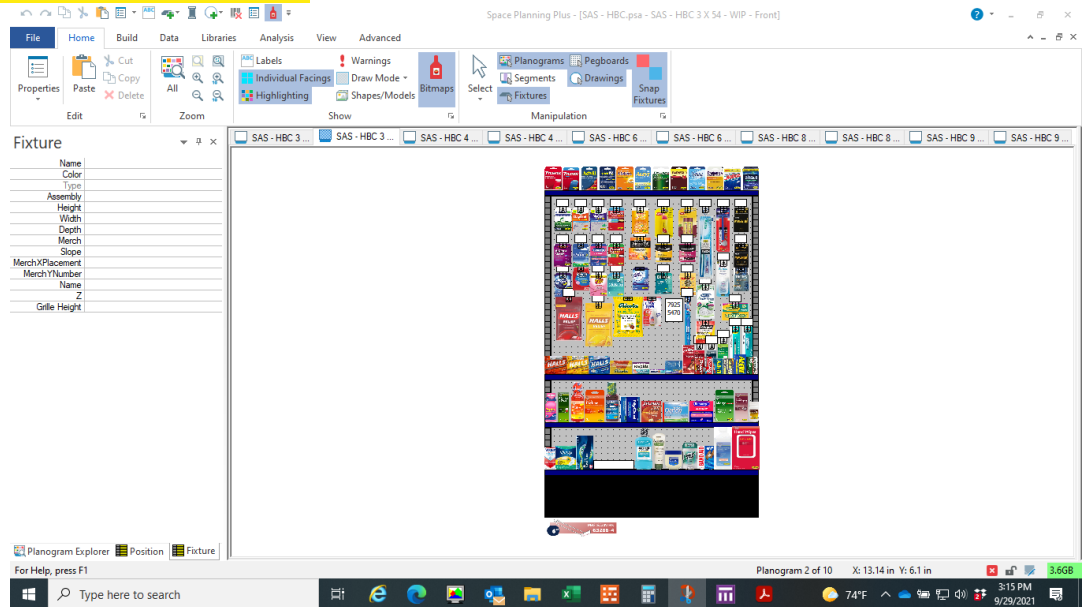


- Captains and Validators conduct **Merchandising Lab** sessions with our Merchandising team and retailers.
- SAS Monitors SKU performance on a quarterly-basis and provides internal ranking reports as well as IRI data for major categories in order to benchmark performance.
- SAS conducts a physical test, if Necessary and publishes final planograms internally.

Total Category Retail \$ Growth is driving-factor for item inclusion.

DEDICATED MERCHANDISING ANALYST

SAS employs a team of Merchandising Analysts using **Blue Yonder (JDA) Space Planning** to create planograms internally.

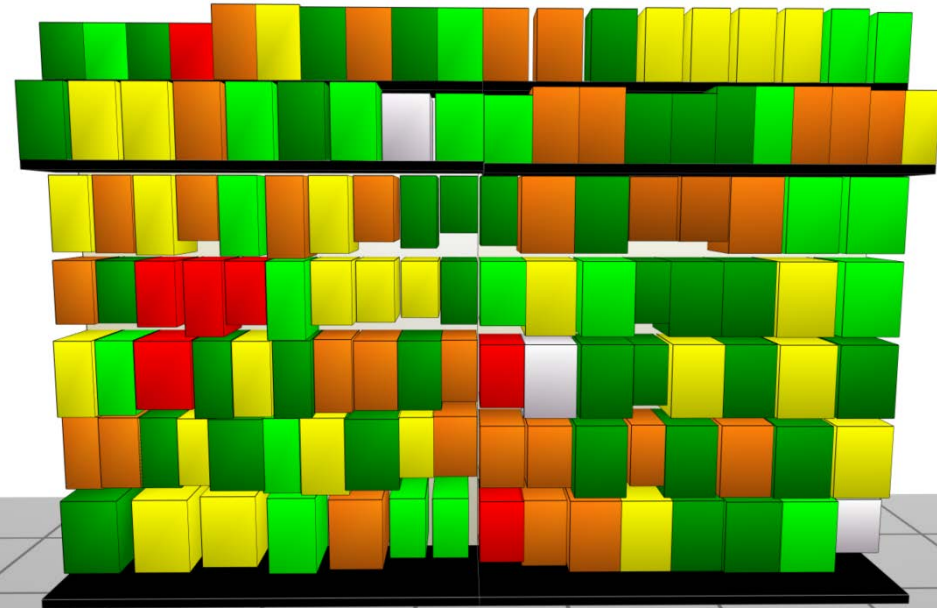
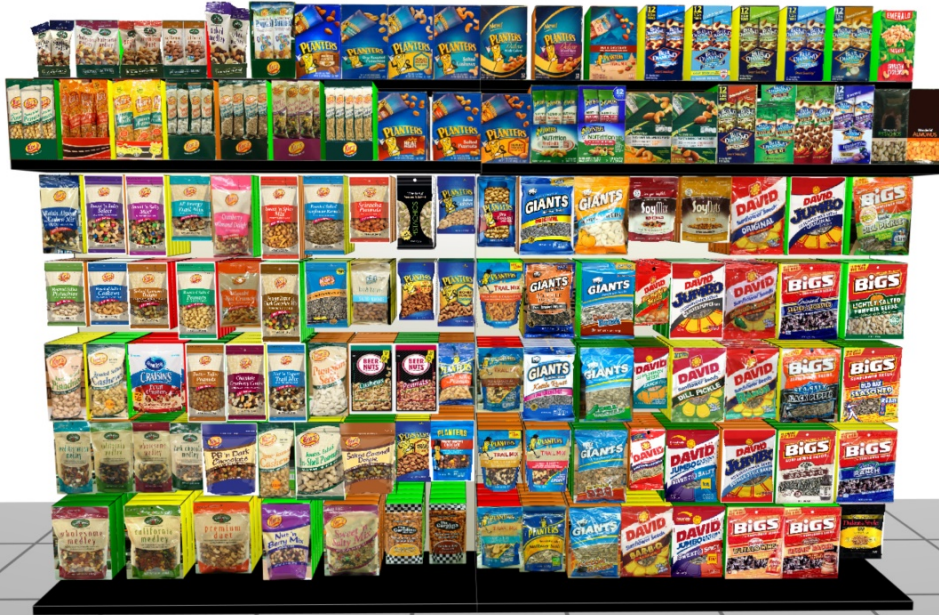


You will be working with a team of Category Oriented Merchandising Analysts at no additional charge who will create and maintain **any** custom planograms dictated by your needs. Your analysts will drill into your category performance to advise on assortment utilizing your internal Scan Data, MSA ShipTo Data, and syndicated data.



DEDICATED MERCHANDISING ANALYST

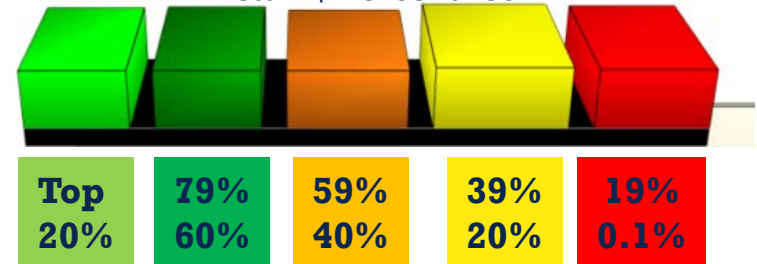
Example Category Heat Map:



Recommended Deletes:

- 2900007880 PLANTR TRL/MX FRT/NUT 6Z
- 2900007862 PLANTR TRL/MX NUT/CHOC 6Z
- 7703401173 2ND NATURE CA ALMONDS 12CT
- 7703408445 KARS WASABI NUT CRUNCH 4.5Z
- 7703408622 KARS PEANUTS 7Z BAG
- 7703408439 KARS SALTED CARAMEL DELIGHT 5.5Z BAG
- 3120002963 O/S CRAIS CRAN ALMD12- 5Z

Retail \$ Percentiles



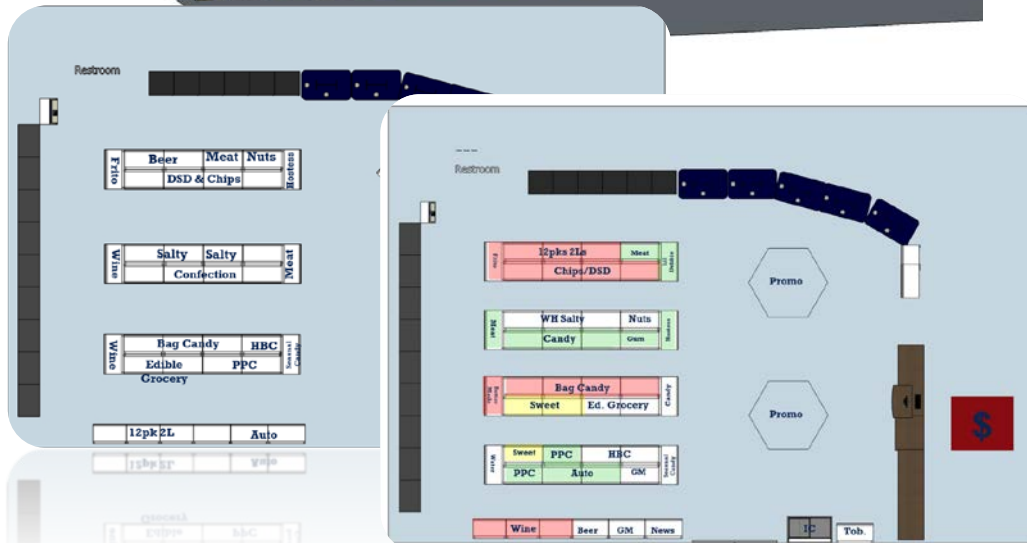
TRUE SPACE TO SALES



Total
Retail
Utility
Examination



SAS' proprietary **TRUE Space to Sales Process** uses the insights generated by your own POS systems to create tailored heatmaps of category performance for your store. The end result is a clear strategy for space allocation that will have an impact on your bottom line.

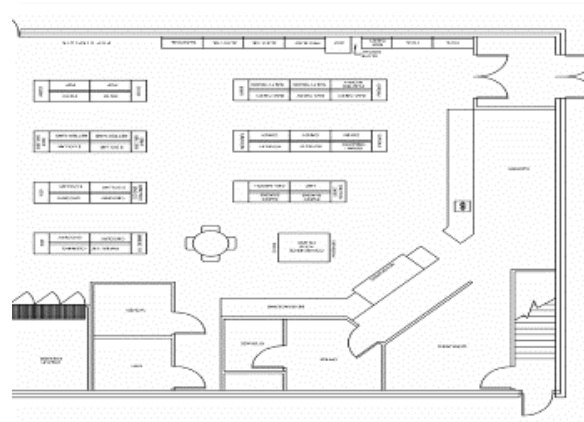
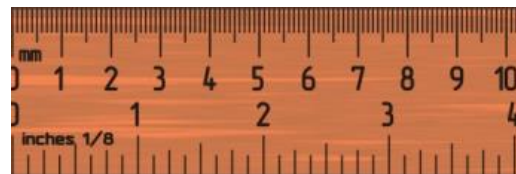
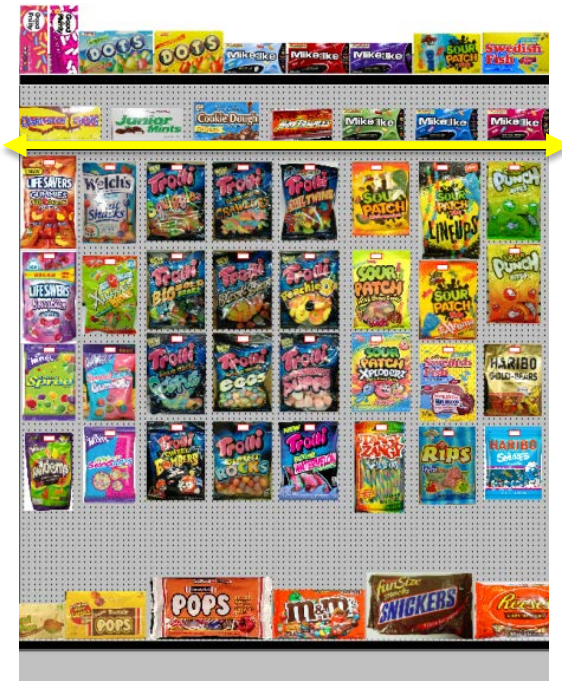


TRUE SPACE TO SALES

Inputs:

Shelf Mapping: Physical measurements of center store shelves, with actual product categories, captured in an accurate 3D Render.

Sales Data: 52 Week POS Scan Data or MSA Ship-to. Matched by UPC to product categories and cleansed.

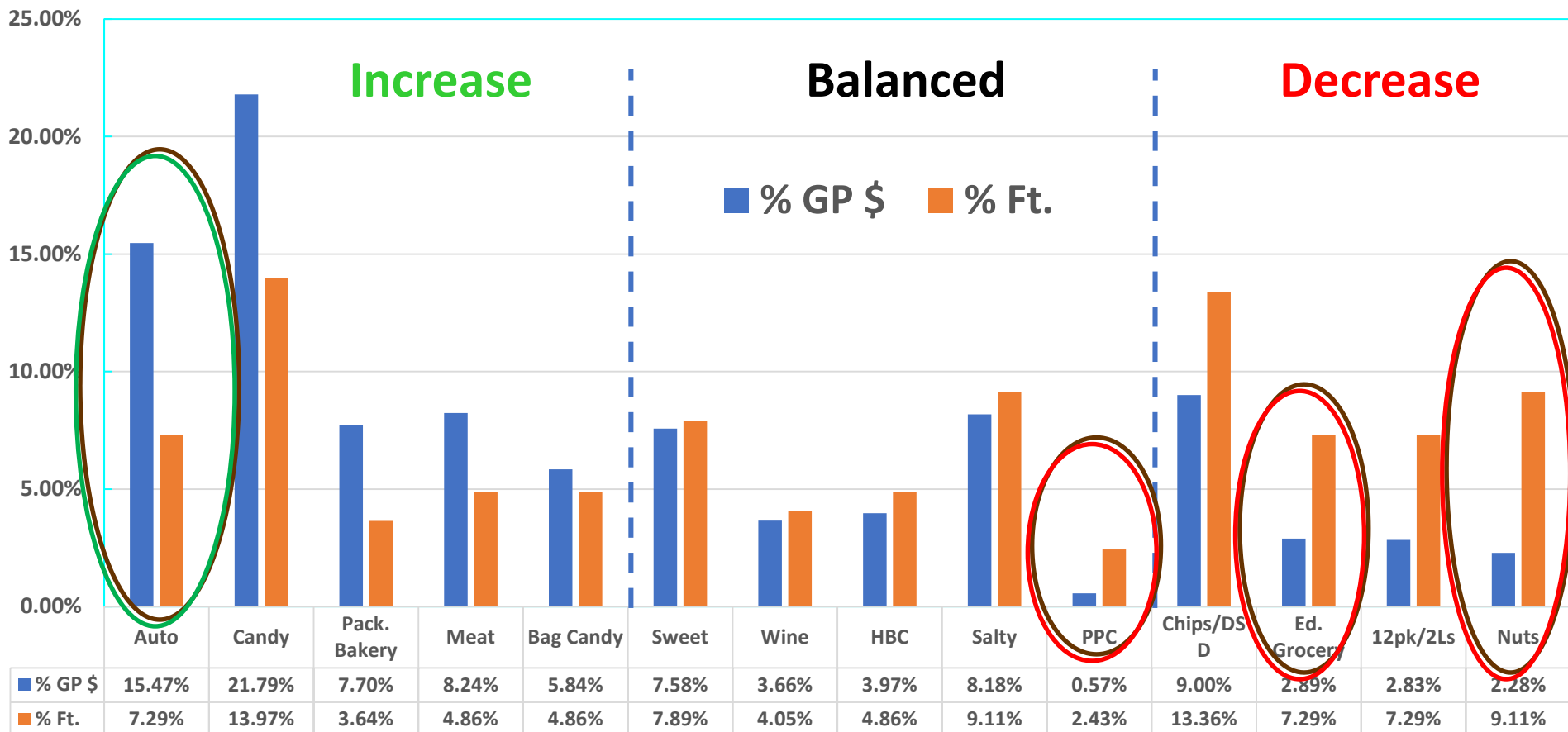


Actual Shelf Measures
paired to
Actual Retail Dollars



TRUE SPACE TO SALES

Outputs:



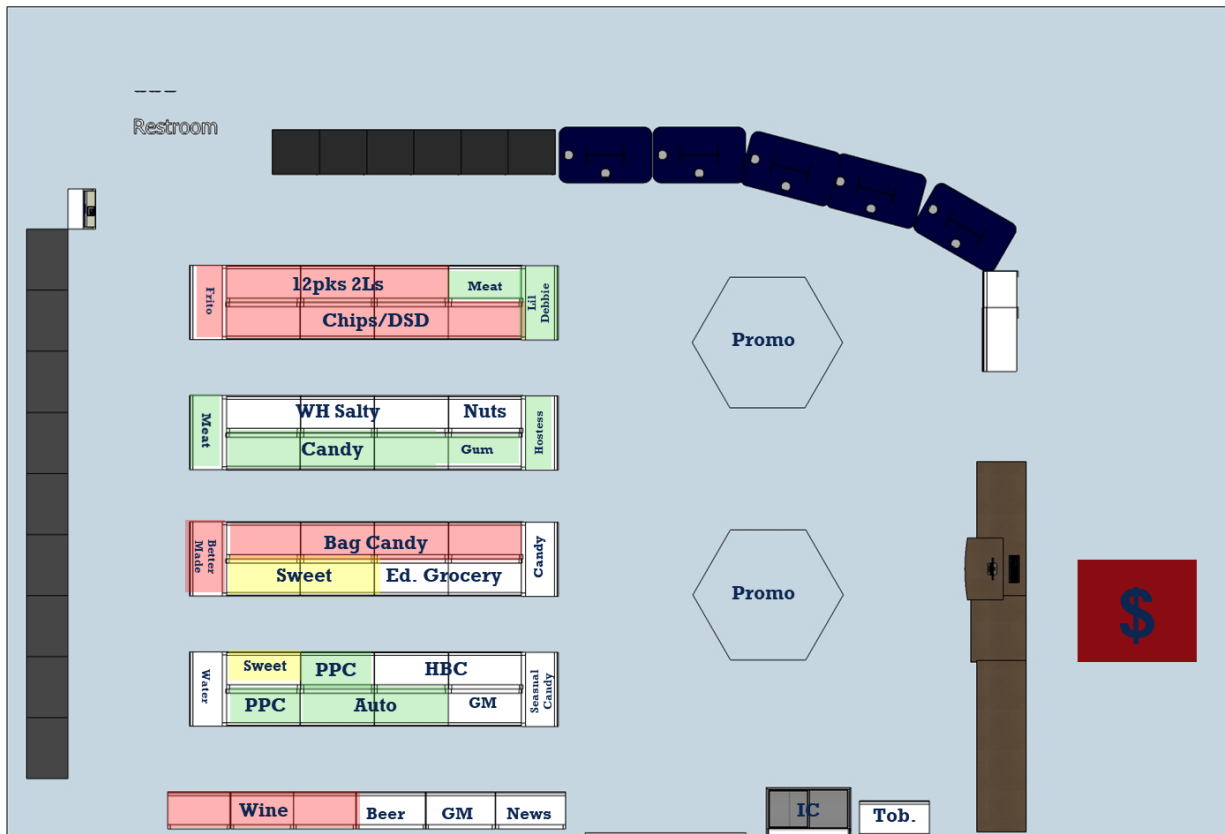
Data-backed Category Allocation Recommendations



TRUE SPACE TO SALES

Outputs:

Category	% GP	% Ft.	Var.
Candy	19.86%	14.63%	5.23%
Pack Bakery	8.87%	4.43%	4.44%
Auto	9.14%	5.32%	3.82%
PPC	8.87%	5.32%	3.55%
Meat	7.92%	4.88%	3.05%
HBC	6.09%	5.32%	0.77%
Nuts	2.49%	2.66%	-0.17%
Salty	7.22%	7.98%	-0.77%
Sweet	3.14%	4.21%	-1.07%
Ed. Grocery	3.70%	5.32%	-1.62%
Bag Candy	7.41%	10.64%	-3.23%
Wine	3.62%	7.98%	-4.36%
12pk/2L	3.31%	7.98%	-4.67%
Chips/DSD	8.35%	13.30%	-4.95%



Monitor your Path to Purchase and clearly see the areas of your store customers are avoiding or flocking toward. Learn where you can reduce space without losing sales.



TRUE SPACE TO SALES

Results:

- Participating stores average **year-one same store YoY retail sales dollar increases of 16% across total center of store categories.**
- Stores have **lowered inventory cost** through elimination of unproductive SKUs.

Testimonials:

“I had been fooled by the large dollar figures I saw from many DSD Vendors. Lower margins should not be rewarded. This program helped us bring together better options.” – **49 Store Retailer (MI)**

“We have mix of urban to highly rural stores with many different sizes. Cookie cutter plans do not work for us. The Space vs. Sales process guided us through each store’s differences.” – **34 Store Retailer (IN)**

ConvenienceStore NEWS

PRODUCT CATEGORIES SMALL OPERATOR RESEARCH & DATA

ADVERTISEMENT

The Real Power of Working Together

General Merchandise: S. Abraham & Sons Inc.
03/27/2018

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SAS
S. ABRAHAM & SONS, INC.

2018 CATEGORY CAPTAINS
ConvenienceStore

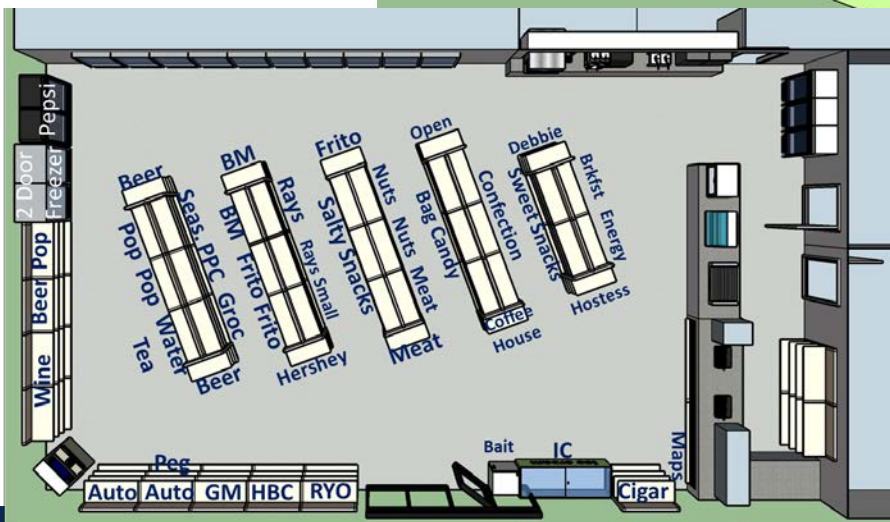
Every time a cash register beeps, valuable information about the item, the customer and the overall profitability of a store is captured. Grand Rapids, Mich.-based S. Abraham & Sons (SAS), a convenience distributor to retailers in eight states throughout the Midwest, has been helping stores



STORE LAYOUT PLANNING

Blue Yonder (JDA) Floor Planning

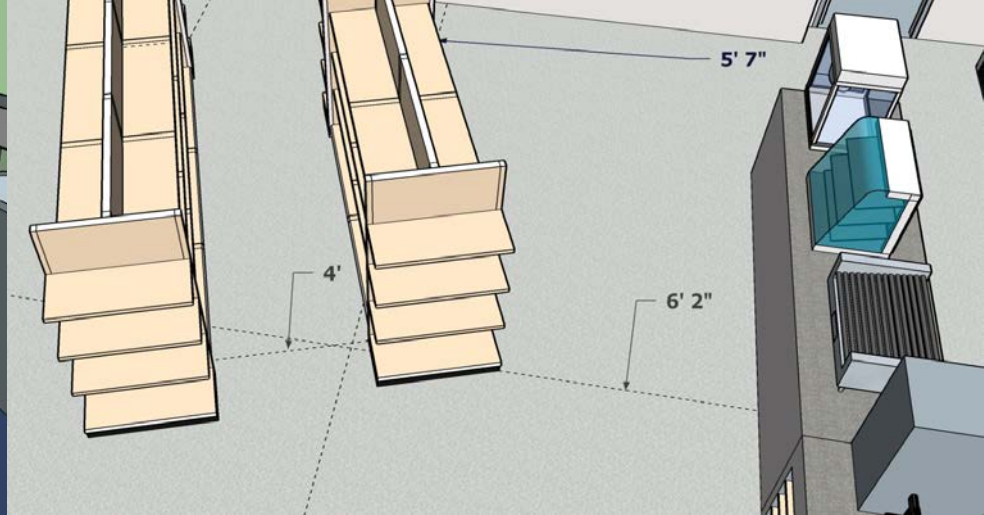
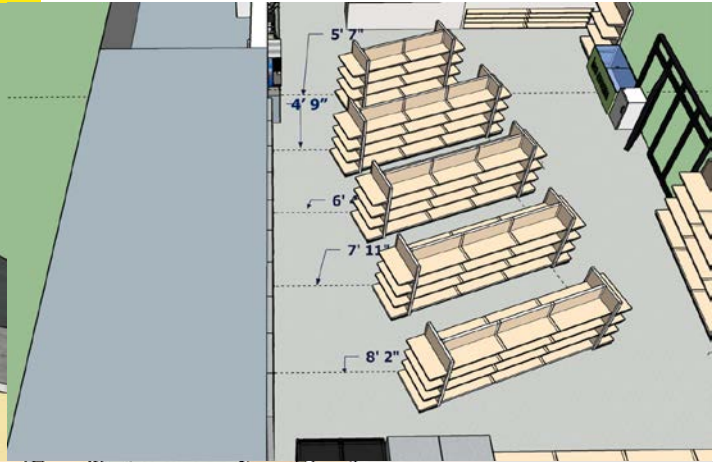
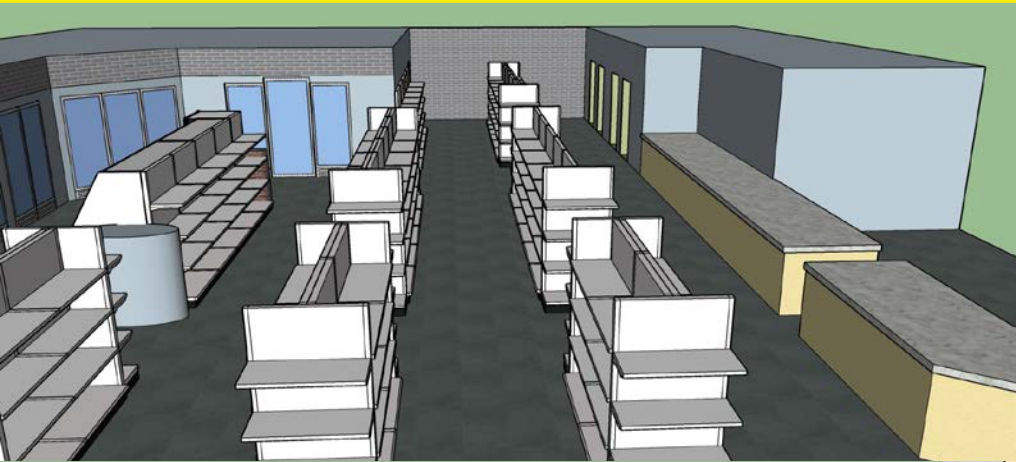
Accurate planning is the key to a smooth reset. SAS uses Blue Yonder 3D layout software that lets you tour your reset store before moving any fixtures.



Let our team take the guess work out of reimaging so you can move forward with decision making.



STORE LAYOUT PLANNING



DELIVERING INNOVATION, PROVIDING SOLUTIONS,
EXCEEDING EXPECTATIONS IN DISTRIBUTION, MARKETING AND TECHNOLOGY.

STORE LAYOUT PLANNING

Demonstrate your ideas with scale full-color models. No need to hire an outside firm.



DELIVERING INNOVATION, PROVIDING SOLUTIONS,
EXCEEDING EXPECTATIONS IN DISTRIBUTION, MARKETING AND TECHNOLOGY.

MERCHANDISER - RESET SUPPORT

- SAS employs more than **25 Field Merchandisers** across our service area.
- Available for Full Chain “blitzes”.
- Our Merchandisers are equipped with iPads and full access to our Planogram Portal in the field.
- Our team works closely with Manufacturers to supply available racks and reset support.

