

casestory

Ensuring client FSDU holding stock is placed in a prominent position within store

Business Aim

To ensure that stocked FSDUs sent directly to retail chains are placed and in a good location to ensure maximum sales:

- Ensure FSDUs are sited in a good location
- Ensure FSDUs are fully stocked & merchandised for promotion
- Carry out competitor on shelf availability check

Key Steps

- Ensure FSDUs are sited on the shop floor and that live stock isn't being left in the storeroom.
- Negotiate best possible sighting for FSDUs
- Re-merchandise and re-stock FSDUs
- Check on-shelf availability for client and competitors

Company: **POS Provider** Demonstrating: **Merchandising**



Key Outcome – FSDUs sited, and merchandised

- 175 visits completed across 8 days
- 89% of stores had the shipper on display in a good location
- For the 11% not displaying the shipper – detailed report provided to the client (shipper not received, unable to check warehouse, shipper damaged)
- 55% of shipper units were re-stocked (the other stores did not have any stock in order to refill the units)
- Competitor comparison carried out to measure on shelf availability of key lines.

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