

Do the Right Thing



RPM



“ I just need to know what I should do differently today ”

Customer satisfaction depends on your ability to execute best practice at every store.

By automatically sending personalised, plain-English advice to every store, every day, RPM delivers the most profit-impacting opportunities to the people who can make the most difference.

RPM motivates staff to do the right thing, solving the problem of inconsistent store performance.



Companion Item Action Bulletin

➔ Observation

Guinness World Records 2008 is sold with Ripleys Remarkable Revealed once in every 9 sales across the group, but not at all in your store.

➔ Recommendation

Make your team aware of this correlation and consider merchandising Guinness World Records 2008 alongside Ripleys Remarkable Revealed.

➔ Impact

Increasing this companion sales ratio to benchmark will increase margin by \$258.34 each month.



The Branch

“I had no idea that these two products sold together. RPM is really good at telling us about those less obvious combinations.”

Barry Messervy

Paper Plus Ferrymead





Sales Variance Action Bulletin



➔ Observation

Clearblue Pregnancy Test is ranked #65 best seller in the group, but #390 in your store.

➔ Recommendation

Ensure that Clearblue Pregnancy Test is merchandised in a hot-spot and train sales staff in the product features and benefits.

➔ Impact

Your margin of Clearblue Pregnancy Test can be increased by \$106.09 per month.

The Branch

“ We changed the position of this product on the shelf and made our staff aware of this advice. Sales went up immediately.”

Kellie Nettleton

Unichem Bishopdale





Low Price Action Bulletin

➔ Observation

You are selling comparatively lower priced products in the Memory Cards category. Your average price is \$45.45 VS the benchmark average price of \$69.80.

➔ Recommendation

Merchandise higher value items such as Kodak 2GB SD Card in the category hotspots to increase this figure.

➔ Impact

This will contribute an additional \$120.50 in margin each month.



The Branch

“Focusing on the larger capacity branded cards has really boosted our profits in this category.”

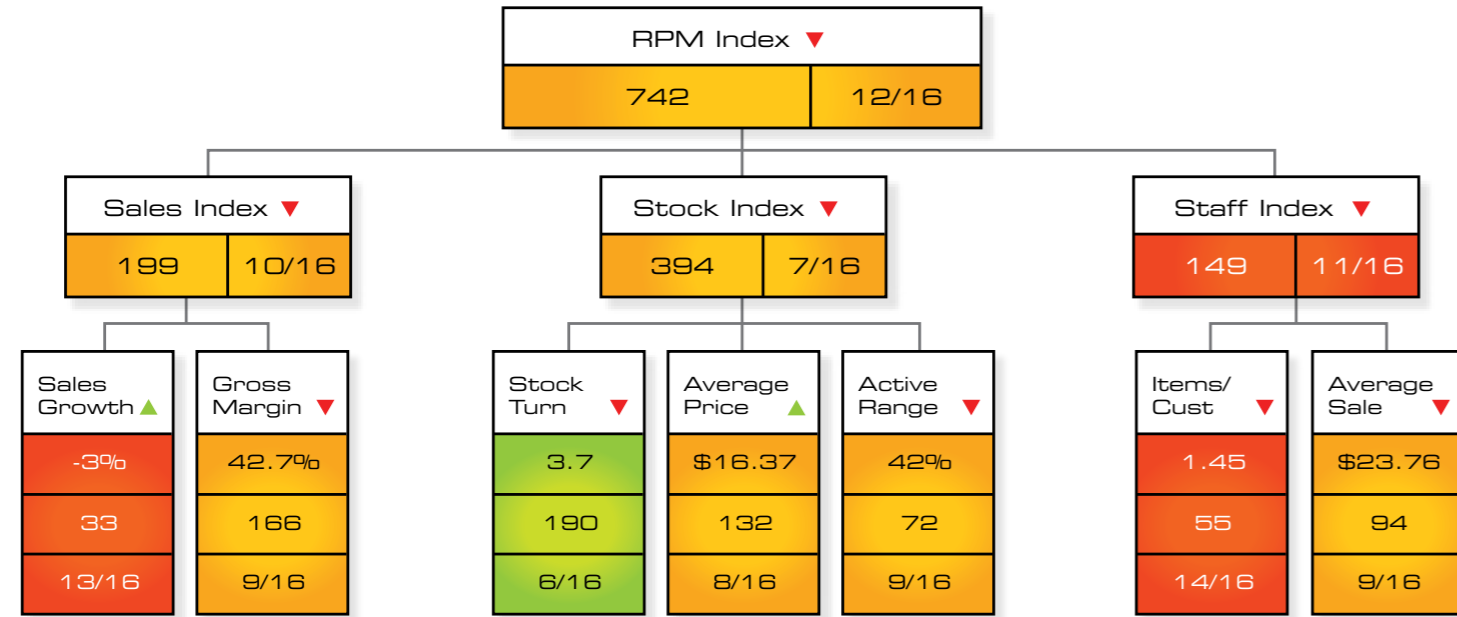
Lawry Hanafin

Hanafin's Kodak Express





Branch RPM Scoreboard



This branch is Out-of-Stock of 14 top 100 products.

[View Out-of-Stock Products.](#)

The Gift, Game & Toy category warrants attention with 40 more SKUs and 20.7% more Dead Stock than the average store.

[View Dead Products.](#)

The greatest opportunity for this branch lies in improving their Items Per Customer from 1.45 towards the benchmark average of 1.62.

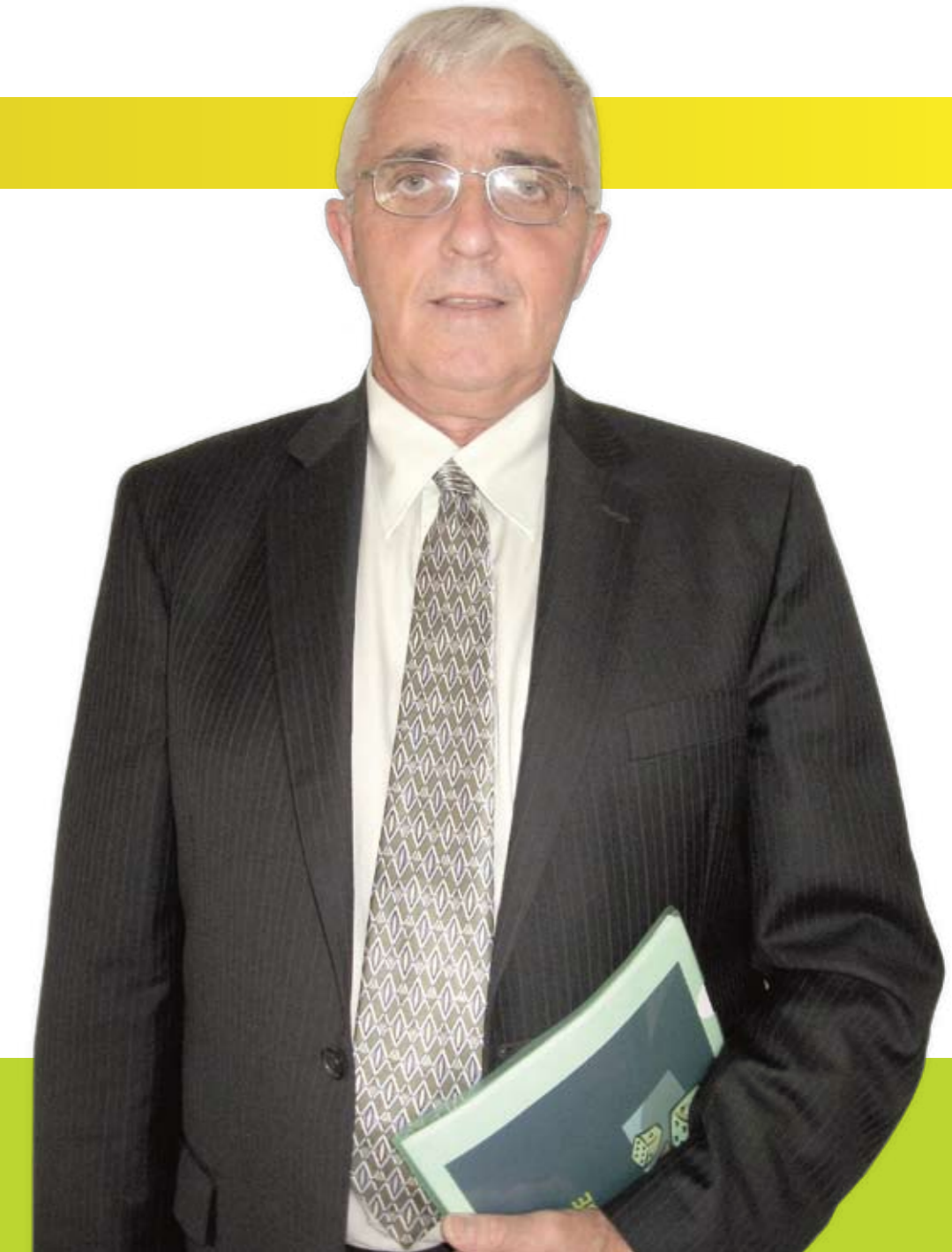
[View Companion Sale opportunities.](#)

The Head Office

“RPM tells me exactly where to focus my training. Each call I make is high value and this is reflected in our trading results.”

Brian Robertson

Paper Plus Business Advisor





Supplier Action Plan

- ➔ There are **6 products** which are out of stock with an estimated order value of \$1582 and 4 of these are in the Kodak top 100 products.
- ➔ **5 products** from Kodak are not being ranged by this branch and 2 of these are in the Kodak top 100. It is estimated that these products could contribute \$1248 in incremental sales each month.
- ➔ KODAK MAX FLASH CAMERA is ranked #78 in this branch but #31 across the Kodak group. Review the position of this product in store and ensure that there are sufficient stock levels.
- ➔ There are **18 dead products** in this branch worth \$745 and 5 have never sold. Negotiate the clearance or removal of these products to create more space for the strong performers.

The Supplier

“RPM has changed the way I work. I now have the tools to truly manage my products in the stores. This is a major win for both us and the stores.”

Leighton Snippe
Kodak Territory Manager,
SellAgency Ltd



“With greater visibility and advice on retail best-practice we are becoming much smarter retailers.”

Rob Smith
CEO - Paper Plus



“RPM has helped our group to highlight KPI's and capitalise on important opportunities in our stores.”

Marg Hardy
Manager Director - Hardy's Health Stores



“RPM is like having an expert retail consultant in every store every day.”

Mark Lee
Mackenzie Pharmacy Group



“Thanks to RPM our stores automatically know which products and which suppliers to focus on.”

Robyn Pickerill
Kodak Express Programme Manager





RPM

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