

In Stock Success: Improving Performance of Your Products at Retail

Our first commentary focused on the importance of ensuring speed-to-shelf in order to accelerate revenue and same store sales growth. Relative to the importance of that strategy, statistics show that in-stock **performance** is usually only 50% of the level it needs to be.

A number of challenges have surfaced in the past few years that impact the ability to keep your products in stock. Two of the most significant include:

1. Retailers are reducing inventory or “open to buy” dollars
2. Phantom Inventory is on the rise

You can improve performance of your products by keeping a close eye on your “core” items.

- **Reduced Inventories**

In-store frequency is certainly one answer to understanding retailer value and competency. Communicating timely data to field teams will help them focus efforts on the most profitable items, keeping shelves full, and pointed at the right targets.

- **Phantom Inventory**

Getting the retailer “gun” right is an age old problem and needs to be continuously adjusted and corrected. However, with the availability of POS data and the tools to forecast potential overstatements, as well as deliver daily zero scans that are integrated into your sales rep’s workflow interface, it can be effectively addressed.

How can RW3 help? Retail processes in-store demand consistent monitoring and measurement to see continuous improvement. RW3’s in-store solutions can point your team directly at the most critical issues in each store and integrate the necessary data points to reliably optimize products at the shelf. Our solutions are adaptable and flexible to change as your needs change and evolve. Priority is placed on areas where need is the greatest and profits are most attainable.

RW3 is the recognized expert on retail execution in North America. Our business approach aligns development with customer needs and company goals, encouraging frequent inspection and adaptation, teamwork, and accountability. This Agile Development process accelerates rapid delivery of uniquely effective, technology supported solutions.

“The impact of our RW3 solution has been a significant increase in sales channel productivity and on-shelf availability for our consumers. With RW3, we have exponentially exceeded our ROI expectations.”

- Mike Norville, Director, NROC-Nestlé USA

RW3 solves business challenges for top global brands like Nestlé, Sony PlayStation, Kellogg’s and PepsiCo QTG through strategic consulting, custom reporting, analytics and flexible retail execution solutions. RW3 solutions offer an integrated, automated, end-to-end workforce system that allows data to flow easily where and when it is needed, allowing you to better understand your consumers, identify untapped sales opportunities, measure gaps in performance and optimize the environment where consumers meet your products. For more information or a business assessment, please contact RW3 Incorporated at 1-800-444-5793 or info@rw3.com. Visit us online at www.rw3.com.