



*Virtual Roundtable*



# *Industry Joint Business Planning*

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*With Darrell Clary*



September 23, 2020

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# Virtual Roundtable

Industry Joint Business Planning

September 23, 2020

**Stephanie Supplee, Coastal Pacific Food Distributors**

**Mike Bender, Proctor & Gamble**

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**ALA COMMISSARY COUNCIL**



**DeCA**

# **Joint Business Planning**

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**With Darrell Clary**

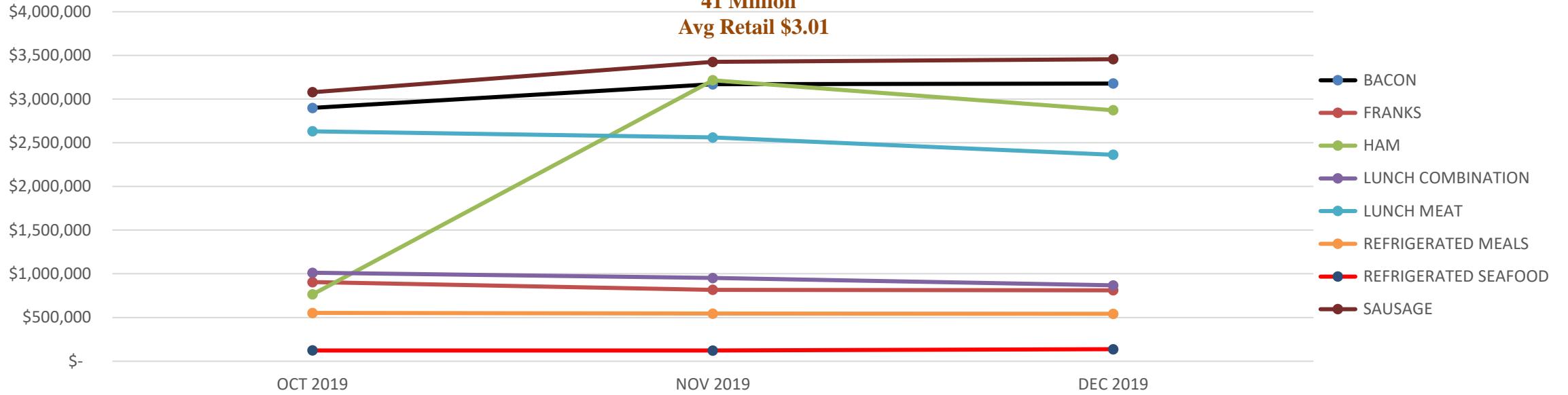
**September 23, 2020**



- File Maintenance
  - Shannon White
  - Janet Bass
- Business Analysts
  - Barbara Gugliotta
  - Trecha Sweetenberg
- Merchandising Specialists
  - Patricia Sykes (Deli, Bakery, Seafood, Sushi, RTC)
  - Ben Curry (Package Meats)
  - Rebekah Fine (Beverages)

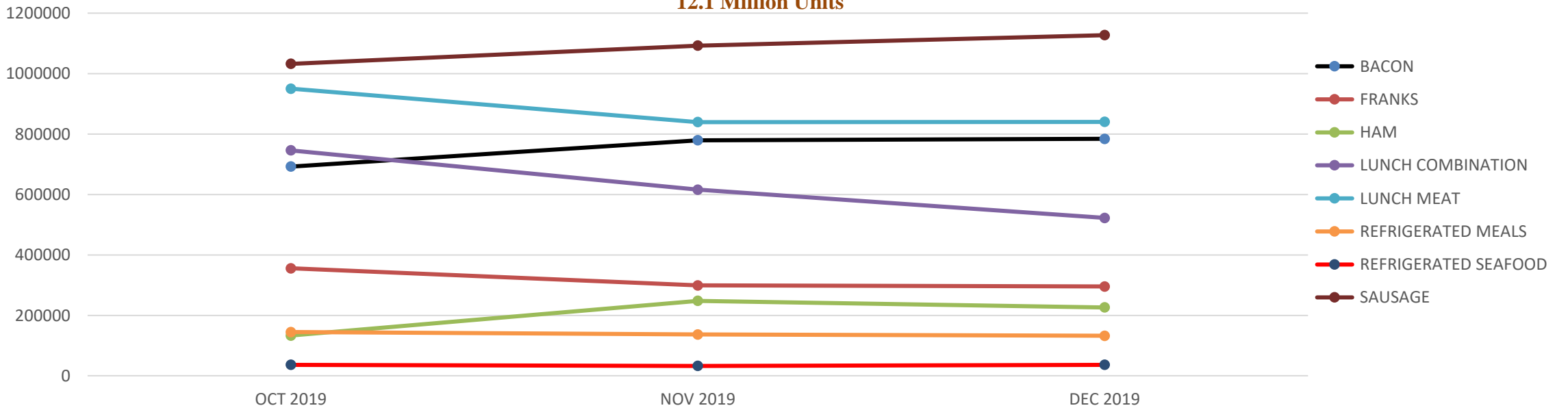
## 1st QTR 2019 Sales Movement

**41 Million**  
**Avg Retail \$3.01**



## 1st QTR 2019 Unit Movement

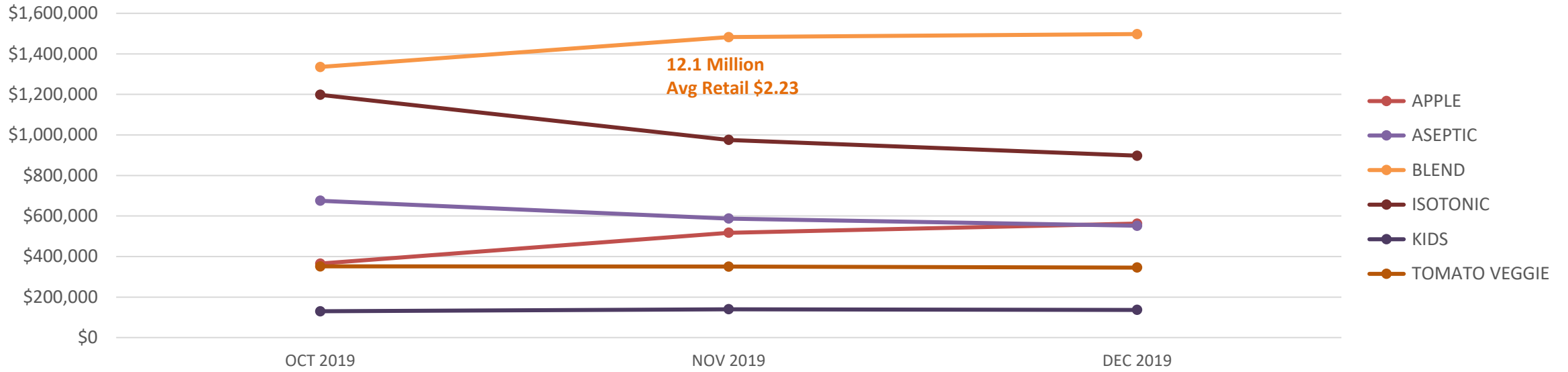
**12.1 Million Units**



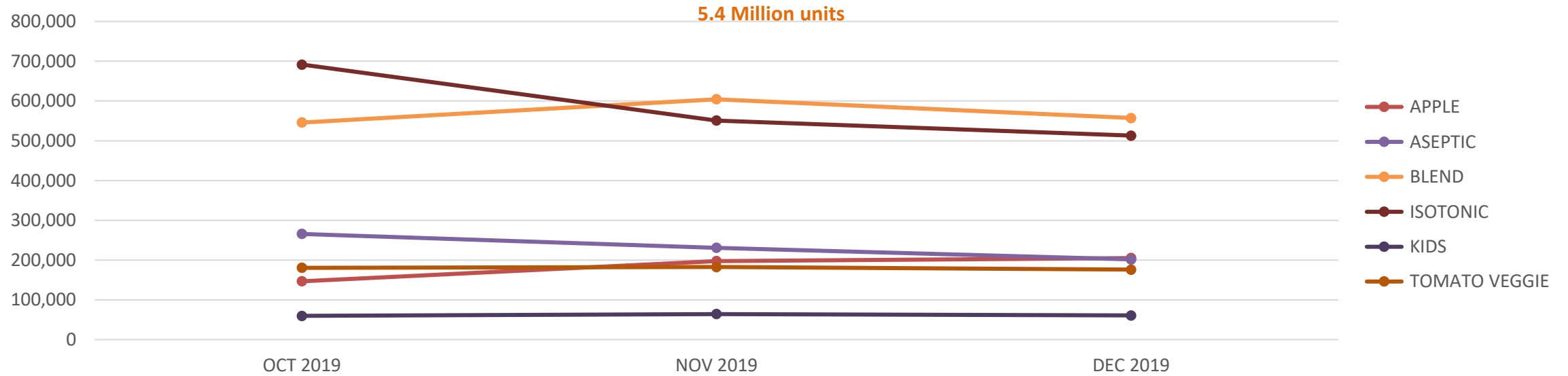
# Joint Business Plan – Category: Pre-Package Meats

Category Role: Traffic/Basket Builder			
DeCA Initiatives	Drive Basket Size	Drive Value	Drive Transactions
<p><b>Goals and Key Performance Metrics (for Category or Segment) Measure Nielsen/Home Scan</b></p> <ul style="list-style-type: none"> <li>• Arrest Sales Decline</li> <li>• 98% Product Availability</li> <li>• Increase Average Shopping Basket by 2 Items</li> <li>• Increase Transactions</li> </ul>			
<p><b>Situation Assessment</b></p>	<ul style="list-style-type: none"> <li>• Pricing stability (EDLP)</li> <li>• POG alignment to supply chain</li> <li>• Speed to shelf (Innovation)</li> <li>• Competitive pricing</li> <li>• Family Pack sizes (club packs)</li> <li>• Proper forecasting</li> </ul> <p>❖ Sales/Margin plans communicated</p> <p>➤ Private Label penetration</p>	<ul style="list-style-type: none"> <li>• Pricing stability (EDLP)</li> <li>• 4 Day Sales</li> <li>• Patron Saving</li> <li>• Innovation</li> <li>• Signage</li> <li>• New POG (flow changes)</li> <li>• Messaging (Social Media)</li> <li>• Family Pack sizes (club packs)</li> </ul> <p>❖ Sales/Margin plans communicated</p>	<ul style="list-style-type: none"> <li>• Pricing stability (EDLP)</li> <li>• Basic Promotions</li> <li>• Events</li> <li>• 4 Day Sales</li> <li>• Cross Merchandising</li> <li>• Signage</li> <li>• POP</li> <li>• Innovation</li> <li>• Messaging (Social Media)</li> </ul> <p>❖ Sales/Margin plans communicated</p>
<p><b>Key Plans</b></p>	<ul style="list-style-type: none"> <li>• Forecasting</li> <li>• 4 Day sale</li> <li>• Coupons</li> <li>• Cross merchandising</li> <li>• DEMOs</li> <li>• Social Media</li> </ul>	<ul style="list-style-type: none"> <li>• 4 Day Sales</li> <li>• Cross merchandising</li> <li>• New POG (flow changes)</li> <li>• Innovation</li> <li>• Pricing stability (EDLP)</li> <li>• DEMOs</li> </ul>	<ul style="list-style-type: none"> <li>• 4 Day Sales</li> <li>• Coupons</li> <li>• New POG (flow changes)</li> <li>• DEMOs</li> <li>• Collaborative Promo planning</li> </ul>
<p><b>Execute Measure &amp; Scorecard</b></p>	<ul style="list-style-type: none"> <li>• Forecasting</li> <li>• Monthly Assessment</li> <li>• Quarterly Assessment</li> <li>• Store visits</li> </ul>	<ul style="list-style-type: none"> <li>• 4 Day Sales</li> <li>• Pricing (stability)</li> <li>• Messaging (Social Media)</li> </ul>	<ul style="list-style-type: none"> <li>• 4 Day Sale</li> <li>• Pricing (stability)</li> <li>• Messaging (Social Media)</li> </ul>

### 1st QTR 2019 Sales Movement



### 1st QTR 2019 Unit Movement



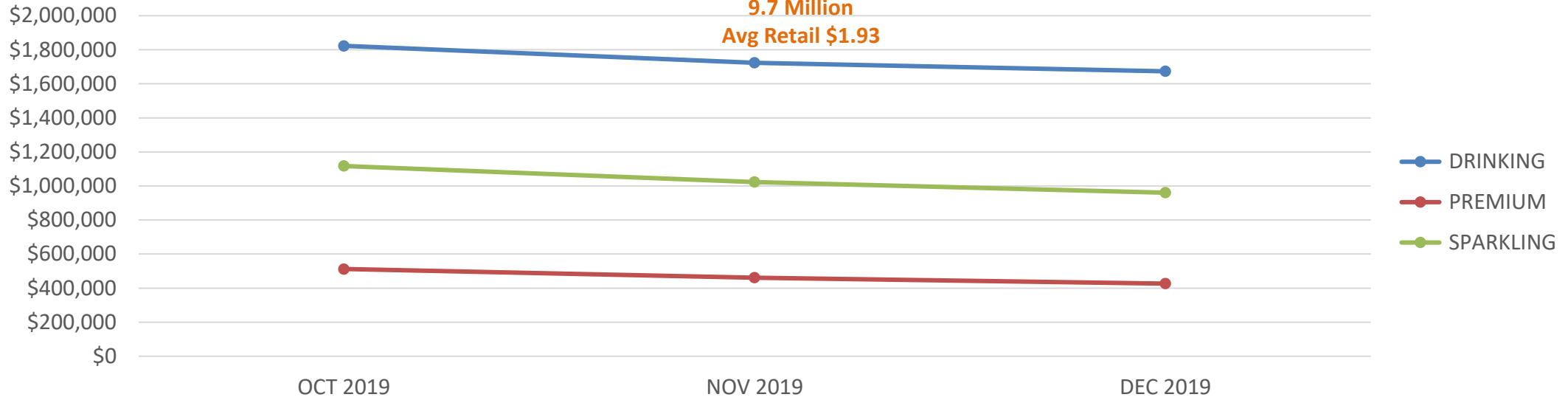


# Joint Business Plan – Category: SS Juice

Category Role: Basket Builder/Traffic Driver			
DeCA Initiatives	Drive Basket Size	Drive Value	Drive Transactions
<b>Goals and Key Performance Metrics (for Category or Segment) Measure Nielsen/Home Scan</b> <ul style="list-style-type: none"> <li>• Arrest Sales Decline</li> <li>• 98% Product Availability</li> <li>• Increase Average Shopping Basket by 2 Items</li> <li>• Increase Transactions</li> </ul>			
<b>Situation Assessment</b>	<ul style="list-style-type: none"> <li>• POG alignment to supply chain</li> <li>• Speed to shelf (Innovation)</li> <li>• Competitive pricing</li> <li>• Proper forecasting</li> <li>❖ Sales/Margin plans communicated</li> </ul>	<ul style="list-style-type: none"> <li>• Pricing stability</li> <li>• Patron Saving</li> <li>• Innovation</li> <li>• Brand Equity (PL)</li> <li>• Updated POG (new flow)</li> <li>• Messaging (Social Media)</li> </ul>	<ul style="list-style-type: none"> <li>• Pricing stability</li> <li>• Basic Promotions (Multiples)</li> <li>• Events</li> <li>• 4 Day sales</li> <li>• Cross Merchandising</li> <li>• New POG (new flow)</li> <li>• Brand Equity (PL)</li> </ul>
<b>Key Plans</b>	<ul style="list-style-type: none"> <li>• Forecasting</li> <li>• DEMO</li> <li>• 4 Day sale</li> <li>• Multi pack selection</li> <li>• Signage</li> <li>• Coupons</li> <li>• Cross merchandising</li> <li>• Demos</li> </ul>	<ul style="list-style-type: none"> <li>• Expand PL</li> <li>• Multi packs</li> <li>• Signage</li> <li>• Coupons</li> <li>• 4 Day sale</li> <li>• Demos</li> <li>• Messaging (Social Media)</li> </ul>	<ul style="list-style-type: none"> <li>• Expand PL</li> <li>• Multi packs</li> <li>• Pallet displays (Apple, Isotonics)</li> <li>• Signage</li> <li>• Coupons</li> <li>• 4 Day sales</li> <li>• Basic Promotions (Multiples)</li> <li>• Pricing stability</li> </ul>
<b>Execute Measure &amp; Scorecard</b>	<ul style="list-style-type: none"> <li>• Forecasting</li> <li>• Monthly Assessment</li> <li>• Quarterly Assessment</li> <li>• Store visits</li> </ul>	<ul style="list-style-type: none"> <li>• Forecasting</li> <li>• Monthly Assessment</li> <li>• Quarterly Assessment</li> </ul>	<ul style="list-style-type: none"> <li>• Forecasting</li> <li>• Monthly Assessment</li> <li>• Quarterly Assessment</li> </ul>

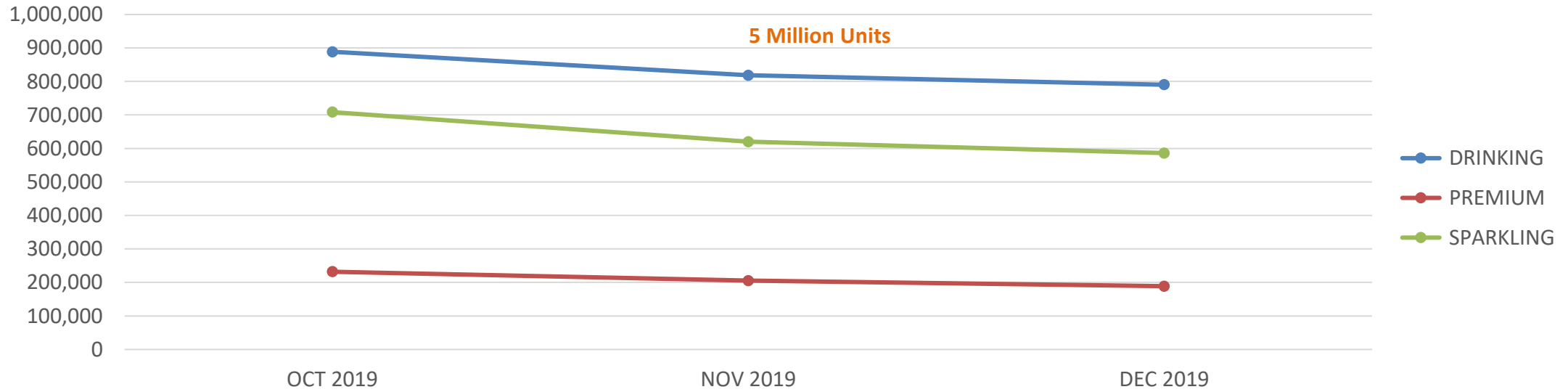
### 1st QTR Sales Movement

9.7 Million  
Avg Retail \$1.93



### 1st QTR Unit Movement

5 Million Units



# Joint Business Plan – Category: Water

Category Role: Basket Builder/Traffic Driver			
DeCA Initiatives	Drive Basket Size	Drive Value	Drive Transactions
<p><b>Goals and Key Performance Metrics (for Category or Segment) Measure Nielsen/Home Scan</b></p> <ul style="list-style-type: none"> <li>• Arrest Sales Decline</li> <li>• 98% Product Availability</li> <li>• Increase Average Shopping Basket by 2 Items</li> <li>• Increase Transactions</li> </ul>			
<p><b>Situation Assessment</b></p>	<ul style="list-style-type: none"> <li>• POG alignment to supply chain</li> <li>• Speed to shelf (Innovation)</li> <li>• Competitive pricing</li> <li>• Proper forecasting</li> </ul> <p>❖ Sales/Margin plans communicated</p>	<ul style="list-style-type: none"> <li>• Pricing stability (*EDLP)</li> <li>• Patron Saving</li> <li>• Innovation</li> <li>• Brand Equity (PL)</li> <li>• Updated POG (new flow)</li> <li>• Messaging (Social Media)</li> </ul>	<ul style="list-style-type: none"> <li>• Pricing stability (*EDLP)</li> <li>• Basic Promotions (Multiples)</li> <li>• Events</li> <li>• 4 Day sales</li> <li>• Cross Merchandising</li> <li>• New POG (new flow)</li> <li>• Brand Equity (PL)</li> </ul>
<p><b>Key Plans</b></p>	<ul style="list-style-type: none"> <li>• Forecasting</li> <li>• 4 Day sale</li> <li>• Multi pack selection</li> <li>• Signage</li> <li>• Coupons</li> <li>• Cross merchandising</li> <li>• Singles on front end</li> </ul>	<ul style="list-style-type: none"> <li>• Expand PL</li> <li>• Multi packs</li> <li>• Signage</li> <li>• Coupons</li> <li>• 4 Day sale</li> <li>• Messaging (Social Media)</li> </ul>	<ul style="list-style-type: none"> <li>• Expand PL</li> <li>• Multi packs</li> <li>• Pallet displays (Apple, Isotonics)</li> <li>• Signage</li> <li>• Coupons</li> <li>• 4 Day sales</li> <li>• Basic Promotions (Multiples)</li> <li>• Pricing stability (*EDLP)</li> </ul>
<p><b>Execute Measure &amp; Scorecard</b></p>	<ul style="list-style-type: none"> <li>• Forecasting</li> <li>• Monthly Assessment</li> <li>• Quarterly Assessment</li> <li>• Store visits</li> </ul>	<ul style="list-style-type: none"> <li>• Forecasting</li> <li>• Monthly Assessment</li> <li>• Quarterly Assessment</li> </ul>	<ul style="list-style-type: none"> <li>• Forecasting</li> <li>• Monthly Assessment</li> <li>• Quarterly Assessment</li> </ul>

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# Questions? Comments?

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