

NPD optimisation



The problem

- NPD execution compliance is poor
 - NPD distribution builds too slowly
 - ATL ‘breaks’ ahead of product appearing on key customer’s shelves
 - Yet distribution/ranging, shelf location & features have been paid for

The consequences

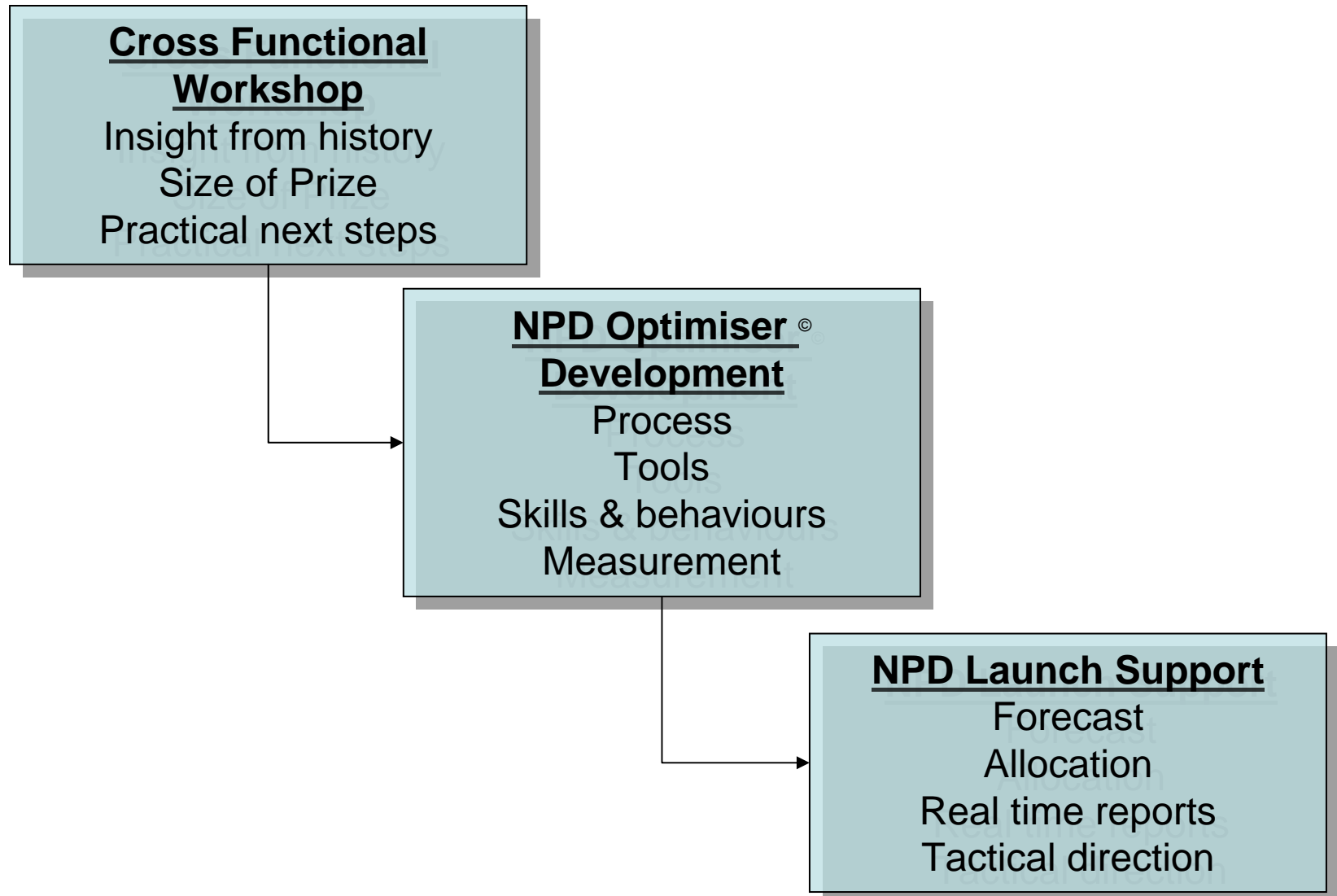
- Consumer / shopper off take is less than projected
- ATL ROI is suppressed
- BTL ROI is not maximised
- Customers become dissatisfied with the performance of NPD
- Consumers are frustrated by poor availability
- Launches fail and the products are de-listed
- Future launches are undermined

The solution

- Meridian's NPD Optimiser©
 - Highlights all the issues to the stakeholders
 - Shows where the problems are
 - Quantifies the value of getting it right
 - Identifies the tools and ways of working that are required to improve performance
 - Develops a pragmatic action plan to improve excellence of execution
 - Supports each launch as required

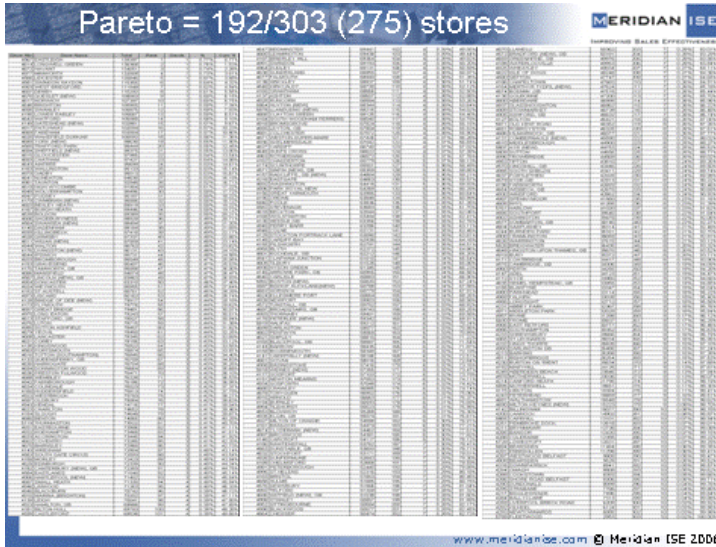
NPD launches meet volume and profit objectives

The methodology

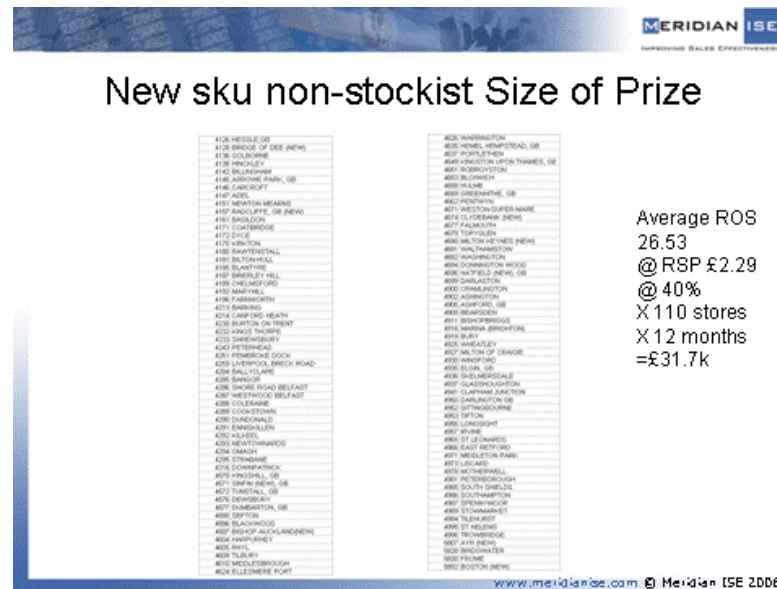


Example Workshop Output

Which stores are selling well?



Which stores are not selling?

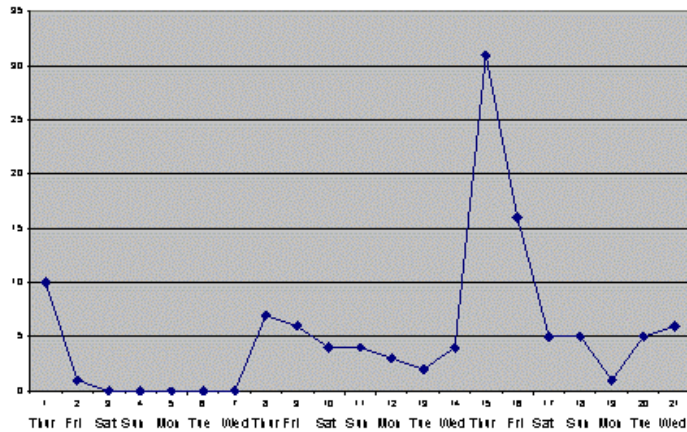


Average ROS
26.53
@ RSP £2.29
@ 40%
X 110 stores
X 12 months
= £31.7k

Example Workshop Output

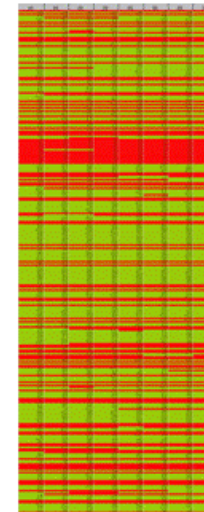
What should stock levels be?

ROS needs to be monitored by store to reduce OOS



What can we learn for future launches?

NPD distribution build by week



“We can clearly see that by working smarter at Head Office with the buyer and supply management plus some targeted outlet callage our future Launches will be much more effective!”

The next steps

- Talk to us about running the workshop
 - Lasts half a day
 - Brings Customer Management and Customer insight together
 - Identifies real opportunities to improve

“We will identify a minimum of a 10:1 ROI opportunity for an ongoing service. If we can’t we won’t propose developing NPD Optimiser[©] for you!!!”