

MyStore

Address Critical Retail Issues
BEFORE They Happen



See Tomorrow. Act Today.

Anticipate out-of-stocks, excess inventory and promotion execution issues with accurate, timely store-level forecasts of consumer demand and store balance-on-hand inventory. All levels of Sales Management, from HQ down to Field Reps, receive analytics and Action Alerts that will help them better collaborate with Kroger to understand and correct retail issues such as:

- Anticipated out-of-stocks
- Chronic out-of-stocks
- Distribution voids
- Planned price not executed
- Promoted items with low inventory
- Sales less than expected
- Unexpected price decrease
- New item merchandising



The Right Level of Information by Sales Level

Field Personnel – Daily Action Alerts by Store, delivered via email

Sales Managers – Daily “Hot Maps” highlighting stores or areas that need attention, with special execution analysis on New Products

Sales Executives – Trended analytical reports to illuminate sales opportunities and enhance inventory planning with Kroger Category Managers

- Reduce Out-of-Stocks
- Correct retail execution issues
- Improve new product success

Vendor Name: Today's New Item Alert Details

DIVISION 011 - ATLANTA -- 7/5/2011

Division	Store	Base UPC	Item Description	Alert Detail	Auth	First Date in DC	First Delivered to Stores	Case Pack	Est BOH (Units)	First Sold	Days Till First Sold	Date Last Sold	Total Sold	Re Order
011	00210			EXEC PROPERLY BUT NO SALES LAST 2 WKS	A	4/30/2011	5/24/2011	8	12	5/25/2011	1	6/16/2011	4	Y
011	00291			EXEC PROPERLY BUT NO SALES LAST 2 WKS	A	4/30/2011	5/24/2011	8	6	6/13/2011	20	6/14/2011	2	
011	00299			EXECUTED SALES VERY LOW	A	4/30/2011	5/24/2011	8	6	6/3/2011	10	7/4/2011	3	Y
011	00303			EXECUTED SALES VERY LOW	A	4/30/2011	5/24/2011	8	23	6/8/2011	15	6/14/2011	3	Y
011	00335			EXEC PROPERLY BUT NO SALES LAST 2 WKS	A	4/30/2011	5/24/2011	8	5	6/12/2011	19	6/19/2011	2	
011	00350			EXECUTED SALES VERY LOW	A	4/30/2011	5/28/2011	8	7	5/31/2011	5	5/31/2011	1	