

RE: RPF DD and EDV strategies post CPI

From: Simon Russell <[REDACTED]@realpetfoodco.com.au>
To: Paul Carroll <[REDACTED]@coles.com.au>
Cc: Lauren Murtagh <[REDACTED]@realpetfoodco.com.au>; Emma Bates <[REDACTED]@coles.com.au>
Date: Wed, 23 Feb 2022 18:39:04 +1100
Attachments: Coles price tracking 23.02.22.xlsx (21.22 kB)

Hi Paul,

How's your day been? Thanks for your reply on the collab minutes, and very keen to get your direction on how we forecast for Pouches as we do not want to run out of packaging and other raw materials.

I have been trying to get in touch in relation to the below, however I appreciate you must be busy. In follow up, I have attached a market scrape of pricing for Coles and WW's so you can see the current pricing by promotional bundle.

As you are aware, post CPI there are several bundles that pricing differs to our RRP and therefore our modelling on promotional depth and frequency will need to be reviewed. You have also flagged time periods for amendments to Down Down's that differ to the advice that went into our planning, so we probably need to align further on this.

I am conscious that we want to continue to offer value to Coles' customers whilst maximise the business plan to deliver the agreed BDP plan. There is time pressure on submitting PAF's for promotions for 9/3 so I think it would be advantageous for us to schedule a time to discuss the plans in greater detail.

Cheers,

Simon

Simon Russell

Customer Business Manager Coles



39 Albany Street, Crows Nest NSW 2065
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From: Paul Carroll <[REDACTED]@coles.com.au>
Sent: Monday, 21 February 2022 3:26 PM
To: Lauren Murtagh <[REDACTED]@realpetfoodco.com.au>; Emma Bates <[REDACTED]@coles.com.au>
Cc: Simon Russell <[REDACTED]@realpetfoodco.com.au>
Subject: RE: RPF DD and EDV strategies post CPI

Hi

Any thoughts?

From: Paul Carroll
Sent: Monday, 21 February 2022 10:47 AM
To: 'Lauren Murtagh' <[REDACTED]@realpetfoodco.com.au>; Emma Bates <[REDACTED]@coles.com.au>
Cc: Simon Russell <[REDACTED]@realpetfoodco.com.au>
Subject: RE: RPF DD and EDV strategies post CPI

Hi Lauren

Its 6 months post CPI before you can execute a DD again (customer promise rules which im sur eyou knew)

The below will have to be rethought as a result

Please let me know your solution

From: Lauren Murtagh <[REDACTED]@realpetfoodco.com.au>
Sent: Monday, 21 February 2022 10:31 AM

To: Emma Bates <emma.bates@coles.com.au>
 Cc: Paul Carroll <paul.carroll@coles.com.au>; Simon Russell <simon.russell@realpetfoodco.com.au>
 Subject: RPF DD and EDV strategies post CPI

Hey Emma,

Apologies for the delay in the below email hitting your inbox. It was sent 3:30pm Friday and has been sitting in my outbox all weekend. No idea why, but I apologise for the inconvenience.

As discussed on the phone we need to address the promotional program and funding on the existing Down Down and EDV bundles.

I have outlined below the pre-CPI strategy vs post

	Previous Strategy			New Strategy			
		Unit Deal	Targeted Margin %	RPP	Unit Deal	Targeted Margin %	
Chunkers 1kg	Down Down \$4.25	\$4.25	10%	Down Down \$5.00	\$5.00	10%	
Natures Gift 1.2kg	Down Down \$3.50 Pulsing to \$3.00	\$3.00 (Pulse \$3.50)	10%	Down Down \$4.00	\$4.00	10%	
Natures Gift 700g	EDV \$2.00	\$2.00	10%	Hi Lo RRP \$3.30	\$2.80, \$2.20, \$2.00	As Per PAF's	10%
Natures Gift 100g	EDV \$1.00	\$1.00	10%	Hi Lo RRP \$1.40	\$1.20, \$1.00	As per PAF's	10%

Coles are free to set pricing at their discretion, however the above strategies have been modelled and proposed to continue to provide shoppers with great value and protect Coles' profitability. We are no longer able to support historic deals as our pricing structure has changed and encourage you to adopt our recommended strategy.

Chunkers 1kg Down Down at \$5.00 has already been agreed with Paul as a part of the overall margin improvement plan provided to Coles in support for the implementation of the CPI.

If you have any questions, please let me know.

Warm regards,

Lauren Murtagh

Coles Account Manager



PO Box 346,
North Sydney, NSW 2059

emma.bates@realpetfoodco.com.au



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