

Gift 1.2kg

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Date: Thu, 10 Mar 2022 13:43:03 +1100
Attachments: FW_ Real Pet H1FY23 Promo Slotting.eml.msg.msg (301.06 kB)

Hi Paul,

Thanks for your call today and the discussion around Gift 1.2kg. I've modelled the scenarios below so that we can discuss the different solutions.

As we discussed whilst you were in England, RPF CPI strategy was to maintain if not shift forward your blended margin%. Your feedback was that if this was the case then we could move forward to execute the strategy.

- Whilst at RRP \$5.50 you make [REDACTED]%, it would be \$ margin decreative.
- An alternate strategy of Hi Lo would only deliver [REDACTED]% of margin.

The proposed strategy was submitted back in December when we discussed the slotting for H1 and sees your margin shift +[REDACTED]pps to [REDACTED]% versus the previous strategy that delivered [REDACTED]%.

Happy to discuss this further.

Cheers,

Simon

Item Description		LIST PRICE	RRP/RPP	DISCOUNT %	UNITS P/W	5th Margin	Margin %
NATURES GIFT 1.2KG MULTIS	Baseline	\$3.01	\$ 3.50	0.0%	20,000	\$REDA	RE%
	Promotion 1		\$ 3.00	14.3%	31,200	\$REDA	RE%
PREVIOUS STRATEGY						\$0	
						\$0	
	Promotion 4					\$0	
						\$REDA	RE%
Item Description		NEW LIST	RRP/RPP	DISCOUNT %	UNITS P/W	5th Margin	Margin %
NATURES GIFT 1.2KG MULTIS	Baseline	\$3.45	\$ 4.00	0.0%	18,746	\$REDA	RE%
	Promotion 1					\$0	
Recommended EDV						\$0	
						\$0	
	Promotion 4					\$0	
						\$REDA	RE%
Item Description		NEW LIST	RRP/RPP	DISCOUNT %	UNITS P/W	5th Margin	Margin %
NATURES GIFT 1.2KG MULTIS	Baseline	\$3.45	\$ 5.50	0.0%	9,000	\$REDA	RE%
	Promotion 1					\$0	
White Ticket \$5.50						\$0	
						\$0	
	Promotion 4					\$0	
						\$REDA	RE%
Item Description		NEW LIST	RRP/RPP	DISCOUNT %	UNITS P/W	5th Margin	Margin %
NATURES GIFT 1.2KG MULTIS	Baseline	\$3.45	\$ 5.50	0.0%	10,000	\$REDA	RE%
	Promotion 1		\$ 4.00	27.3%	20,000	\$REDA	RE%
HI LO			\$ 3.50	36.4%	40,000	\$REDA	RE%
						\$0	
	Promotion 4					\$0	
						\$REDA	RE%

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