

RE: Gift Promotional strategy

From: Paul Carroll <[REDACTED]@coles.com.au>
To: Simon Russell <[REDACTED]@realpetfoodco.com.au>
Date: Tue, 12 Apr 2022 11:57:44 +1000

Hi Simon,

I can load the plan subject to Natures Gift 1.2kg making [REDACTED] instead of [REDACTED]%. Justification is this is what this range has been making pre CPI. As a minimum we should be maintaining

Can we adjust the PAF to support.

Aligned on your 700g plan if we can get this final ask across the line.

From: Simon Russell <[REDACTED]@realpetfoodco.com.au>
Sent: Friday, 8 April 2022 1:41 PM
To: Paul Carroll <[REDACTED]@coles.com.au>
Subject: Gift Promotional strategy

Hi Paul,

I am still closing out the Fussy Cat promotions, however in the meantime here is the proposal on gift 700 and 1.2kg. Improvements across the board from where we were.

Summary: Gift 700g Hi LO from RRP \$3.00 to RPP \$2.50 and RPP \$2.10. Gift 1.2kg EDV at \$4.

Happy to discuss if you want to ask any questions.

BUNDLE	Item Description	NEW LIST	RRP/RPP	DISCOUNT %	UNITS P/W	UPLIFT %	# WEEKS	SCAN DEAL	EDV DEAL	ME DEAL	FUNDING%	RSV	COGS	SCAN	EDV	ME	NET COGS	5th Margin	Margin %
NGFDGOCAN700	NATURES GIFT 700G MULTISERVE CANS Baseline	\$3.00	\$3.00	0.0%	62,205	0%	34	\$	\$	[REDACTED]	[REDACTED]	\$5,768,100	\$3,870,395	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
	Promotion 1	\$2.50	\$2.50	16.7%	96,328	55%	12	\$	\$	[REDACTED]	[REDACTED]	\$2,627,127	\$2,115,363	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
	Promotion 2	\$2.10	\$2.10	30.0%	132,451	113%	6	\$	\$	[REDACTED]	[REDACTED]	\$1,517,166	\$1,404,312	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
	Promotion 3											\$0	\$0	[REDACTED]	[REDACTED]	[REDACTED]	\$0	\$0	
	Promotion 4											\$0	\$0	[REDACTED]	[REDACTED]	[REDACTED]	\$0	\$0	
TOTAL							52					\$9,912,393	\$7,440,070	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

Item Description	NEW LIST	RRP/RPP	DISCOUNT %	UNITS P/W	UPLIFT %	# WEEKS	SCAN DEAL	EDV DEAL	ME DEAL	FUNDING%	RSV	COGS	SCAN	EDV	ME	NET COGS	5th Margin	Margin %
NATURES GIFT 1.2KG MULTISERVE CANS Baseline	\$4.00	\$4.00	0.0%	16,000	0%	52	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	\$3,025,455	\$2,870,400	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Promotion 1											\$0	\$0	[REDACTED]	[REDACTED]	[REDACTED]	\$0	\$0	
Promotion 2											\$0	\$0	[REDACTED]	[REDACTED]	[REDACTED]	\$0	\$0	
Promotion 3											\$0	\$0	[REDACTED]	[REDACTED]	[REDACTED]	\$0	\$0	
Promotion 4											\$0	\$0	[REDACTED]	[REDACTED]	[REDACTED]	\$0	\$0	
						52					\$3,025,455	\$2,870,400	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

Cheers,

Simon

Simon Russell
 Customer Business Manager Coles



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