

RPF Proposal - CPI and Major Dog Review

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Date: Mon, 12 Dec 2022 16:47:10 +1100
Attachments: RPF Trade Plan.xlsm (4.9 MB); RPF Proposal CPI and Dog Range Review.xlsx (85.88 kB)

Hi Paul,

Please find attached a proposal from RPF that covers CPI and the Dog range review.

As I mentioned on Friday, I am committed to closing out both actions this week so we can finalise the plan with the team and have all PAF's loaded for early January. Conscious that my team and your team probably want to have a decent break and not come back to this.

The principles that I have taken into the CPI are:

1. Maintain or round up blended 5th Margin from RRP/RPP if required in every instance.
2. Assume volume will be maintained to overall portfolio (positive sales impact from Dog review outcome and volume maintained within the promotional program on CPI skus)

The net outcome of the CPI sees your **RSV increase by 13.3% or \$13.5MM**, with an overall **\$[REDACTED] improvement to 5th Margin %**. This includes **[REDACTED]** improvement through rounding benefit. All details are included in the Trade Plan attached in the proposal document.

Add to this another **\$[REDACTED] in incremental promotional sales** and **\$[REDACTED] in incremental 5th Margin** driven by a combination of margin enhancement deals and the promotional plan

Overall plan delivers \$[REDACTED] in incremental RSV and \$[REDACTED] in additional 5th Margin.

For this, I need to achieve a result that maintains our sku count flat in the Dog review, **my proposal is for 9 deleted and 9 new skus ranged**. Details are attached in the RPF proposal document.

Documents attached:

1. RPF Trade Plan – New Coles Trade Plan Template
2. RPF Proposal – Includes Range Review and Old Coles CPI Trade Plan

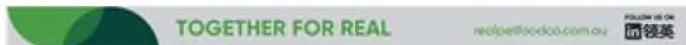
It would be beneficial to grab 30 minutes to go through the proposal tomorrow.

Cheers,

Simon Russell
 Customer Business Manager Coles



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