

## FW: RPF Proposal - CPI and Major Dog Review

**From:** Simon Russell <[REDACTED]@realpetfoodco.com.au>  
**To:** Paul Carroll <[REDACTED]@coles.com.au>  
**Date:** Wed, 21 Dec 2022 13:34:19 +1100  
**Attachments:** RPF Proposal CPI and Dog Range Review.xlsx (105.22 kB)

Hi Paul,

Following up on Dog review as Christmas is fast approaching and you mentioned last week that you would send through an update.

I'm trying to take a pragmatic stance on this and provide some further direction on our ranging based on our discussions so far.

**I have nominated 15 sku's below for deletion with the belief that you will take all 9 sku's that we presented.**

With that we can leave the current offer in place as outlined in the email below for CPI etc. **\$[REDACTED] in incremental 5<sup>th</sup> margin plus \$[REDACTED] in CPI benefit**

I have attached the amended proposal... see first tab "Offer 2" this has the updated with ins and outs across the range.

Summary here of deletes.

### PROPOSED DELETES

1513157 Natures Gift Grmt Lf Stl Beef & Kidney With Chia 100g  
 4935879 Natures Gift Grmt Lf Stl Real Chicken 100g  
 2735449 Natures Gft Strps Grv Stl Dog Food Kngwr In Gravy 100g  
 2735427 Natures Gft Strps Grv Stl Dog Food Chckn With C&p 100g  
 2067261 Natures Gift Dog Food Duck Chicken & Vegetable 700g  
 2825133 Natures Gift Dog Food Chicken Turkey & Veg 700g  
 4490240 Natures Gdnss Gf Dg Fd Ft & Trm Wth Kngwr Grdn Vg 700g  
 4490229 Natures Gdnss Gf Dg Fd Hlth Jnts Wt Slmn&grdn Vg 700g  
 4490230 Natures Gdnss Gf Dg Fd Rdnt Coat Wth Chckn & Veg 700g  
 4931426 Love Em Dog Treat Beef & Cheese Supreme 200g  
 4931404 Love Em Dog Treat Meat Lovers Pizza 200g  
 4931415 Love Em Dog Treat Roast Chicken 200g  
 4931437 Love Em Dog Treat Milk & Cereal Brkfst Bks 200g  
 4490116 Natures Gdnss Gf Dry Df Grwng Pup Wth Chckn & Veg 3kg  
 3585782 Nature's Gift Sustain Dry Dog Food Puppy Chckn 2.5kg

Regards,

Simon Russell

**Simon Russell**  
 Customer Business Manager Coles



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**From:** Simon Russell  
**Sent:** Monday, 12 December 2022 4:46 PM  
**To:** Paul Carroll <[REDACTED]@coles.com.au>  
**Cc:** Lauren Creighton <[REDACTED]@realpetfoodco.com.au>; [REDACTED] <[REDACTED]@coles.com.au>  
**Subject:** RPF Proposal - CPI and Major Dog Review

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 5<sup>th</sup> 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 5<sup>th</sup> 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 5<sup>th</sup> Margin** driven by a combination of margin enhancement deals and the promotional plan

**Overall plan delivers \$[REDACTED] in incremental RSV and \$[REDACTED] in additional 5<sup>th</sup> 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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