

Arnott's Price establishment - Cost price increase

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Date: Wed, 06 Apr 2022 11:28:21 +1000
Attachments: Coles F22 CPI Promo Comparison.xlsx (13.27 kB)

Hi Connie,

Hope you are well!

Beccy mentioned that you are doing a piece of work around price establishment for our upcoming cost price increase. To help you with the changes, I have compiled a summary of all the changes from 11.05 to the balance of your financial year. We want to get on the front foot to ensure we set ourselves up to a smooth transition. When putting the file together, I noticed 11.05 is light from a promotions point of view and therefore an optimum week should you choose to price establish. We only have Shapes, Assorted Creams & Plains in the plan on that week.

My recommendation would be to move the following:

- Shapes 11.05 to 04.05 (Or alternately 22.06)
- Assorted Creams 11.05 to 04.05 (Or alternately 08.06)
- Plains 11.05 to 04.05 (Or alternately 08.06)

The End/Catalogue support on 11.05 is light as well:

- Shapes - End 15 & Catalogue
- Plains - End 16 & Catalogue

I appreciate this will require rework but we can look to substitute with other offers on this week - Tim Tam & Deluxe \$3 & Obsessions \$4

I also understand the Coles system currently reflects the old promo pricing/plan for balance of year – please advise when you would like us to submit the revised PAFs.

Kind Regards,
 Cameron Teale
 Promotions Manager



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