

Cost Change Follow Up Meeting

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Attachments: Arnott's Cost Recovery Program - Follow Ups - 21.4.22.pdf (2.29 MB)

Hi Beccy,

Thanks for your time earlier. Please see attached the detail we discussed and below are the follow-up actions:

Beccy

- Ask Alanna to send through BOY promotional program for Creams, Scotch Finger, Kids and Primary Plains so multibuy frequency can be updated in the CPI model.
- Advise if any further information/support is required for the May implementation.

Ryan

- Review volume opportunities on Creams and Kids – frequency and depth.
- Review current promotional mix with the aim to transition some multibuy frequencies to straight price points across:
 - Creams
 - Kids
 - Scotch Finger
 - Primary Plains
- Update CPI model to reflect:
 - Shelf/range improvement on Creams, Primary Plains and Shapes.
 - Improved run rates on Multipacks driven by Project Elephant, Bluey and shelf improvements.
 - Accurate straight vs multibuy promotional detail in “current tactics” on Sweet ranges.

Please advise if I've missed anything, thanks again for your time.

Take care,

Ryan Bowman
 Customer Director - Coles

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