



Introducing Sightline:

*The Art and
Science
of Category
Insights*

and

*Providing
Merchandising
Expertise*

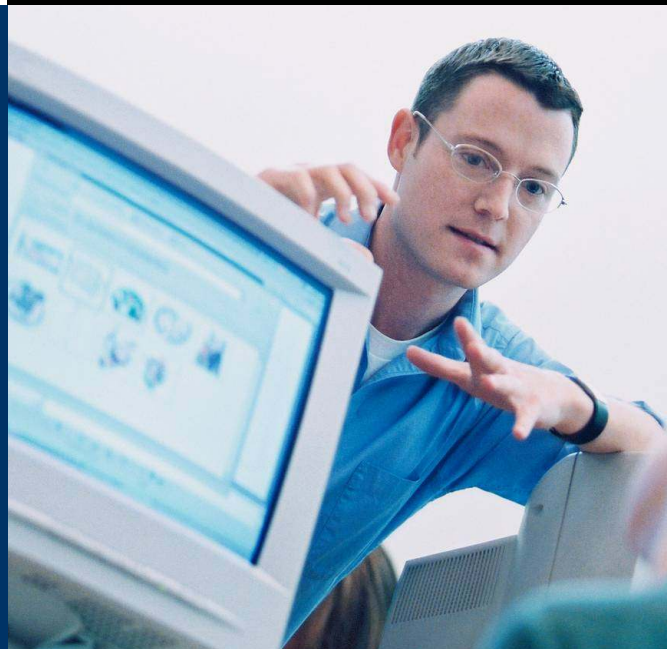
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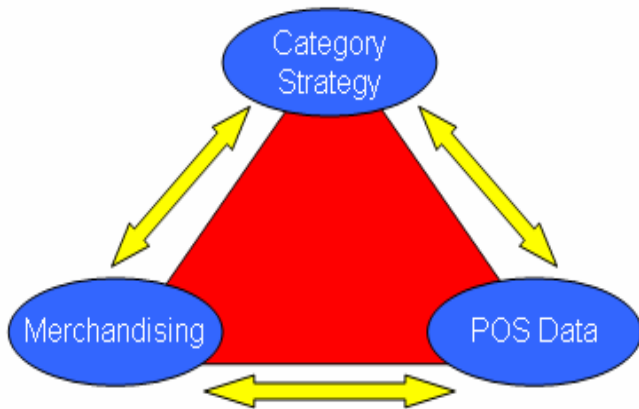


The Art and Science of Category Insights

The Foundation of Good Category Management

- INFORMATION INTEGRATION
- EXECUTABLE SHELF SETS
- DEPARTMENT AND STORE BUY IN
- MARKETING STRATEGIES EXECUTED WITH MERCHANDISING PRINCIPLES
- AUTOMATION OF UPDATES
- ASSORTMENT OPTIMIZATION

• INCREASES IN PROFITABILITY

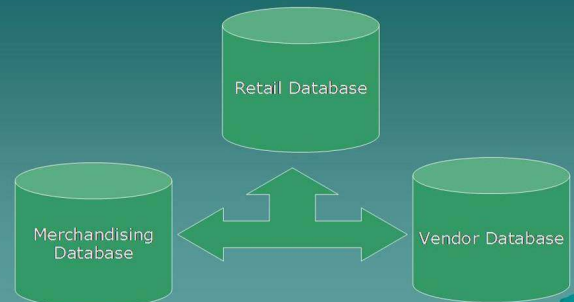


Information Integration

Developing database capabilities is old news.

But being able to integrate your Space Management and Category Management systems is still new and is being developed quickly to meet the challenges of delivering Category Management strategies to the Shelf. Here at Sightline Consulting, we are assisting our clients in better meeting their data and Category Management integration needs.

Integrating the Data



Sightline Consulting

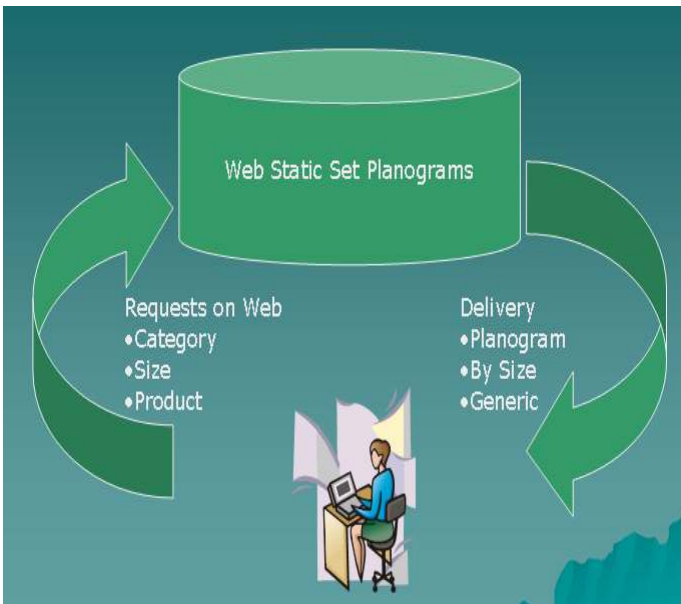
Integrating data between databases and between different products is the largest barrier to good reporting and integrated category management systems today.



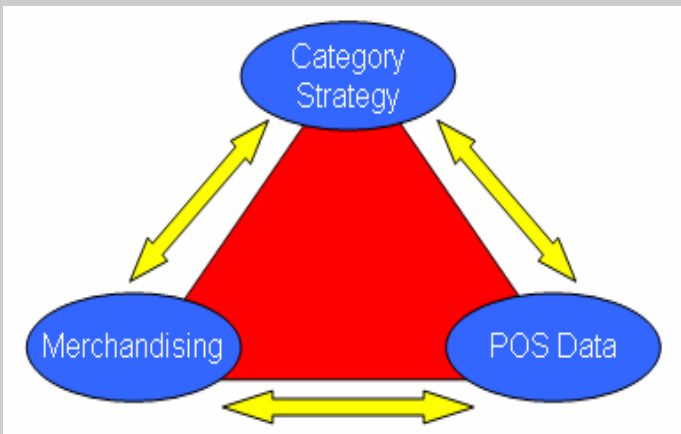
Providing Merchandising Expertise

Merchandising Strategies

- Change the perception of the consumer to price, selection, variety or service provided in a store.
- The amount of room designated for items on shelf can change the perception of price or variety.
- Family blocking techniques are used to increase awareness in certain products – (eg. Dad's Cookies).
- Location of trigger items for increased basket size.
- Vertical blocking for decision making



Executable Planograms



- OPTIMIZED CASE BLOCKING
- APPLICATION OF RETAILER MERCHANDISING PRINCIPLES
 - STORE BUY IN
 - OPTIMIZED INSTOCK POSITIONING
- PLANOGRAM MAINTENANCE SOLUTIONS
- ASSORTMENT OPTIMIZATION ANALYSIS
- **INCREASED SALES AND PROFIT**





Category	Actual Sales	Target Sales	% of Target
Projected Sales	\$2,595.97	\$2,700.22	96%
Projected Last Sales	\$245.95	\$61.93	407%
Projected Last GP	\$822.08	\$873.70	94%
Projected Last Units	880.79	829.17	106%
Projected Last Units	596	610	98%
Projected Last Units	62	17	228%
Shelf Inventory (Avg)	\$3,777.59	\$3,236.79	117%
Projected GP P/R	11.07	13.64	23%
Subst/Sheff Pt	\$46.92	\$50.23	93%
Subst/Sheff Pt	\$34.75	\$35.57	98%
Subst/Section Pt	\$324.48	\$346.03	94%
Subst/Section Pt	\$102.76	\$108.21	95%
Projected Turn	20.32	26.58	76%



Category Management is an science that requires art for execution of the strategy. In today's world as much as we like our numbers and that everything works with a value, we also want our categories and stores to look good. It is through the combination of both science and art that we are able to meet the total needs of retail executable Category Management. Integration of both Merchandising and Category Management will lead to higher rates of compliance and execution as well as faster speed to market of new items.

Sightline Consulting is a company dedicated to improving your Merchandising Strategies and Category Management Return on Investment.

Experience in Retail Category Management allows us to create better solutions that fit your needs big and small.

Cutting edge solutions that will assist you in making better decisions and create easier delivery.

Call Us Today.



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