

STEP

STRATEGIC TOOL TO ENHANCE PRICING

Image and profitability are two driving forces that must be considered when evaluating base pricing. If you struggle with price image, profit issues or in finding the right base price, we have the solution and expertise to help!

STEP is a powerful, store specific, strategic pricing tool that integrates store data, UNFI base zone pricing and competitive price checks into an intuitive, interactive spreadsheet. It allows you to easily model base zone and custom pricing strategies and evaluate their impact on sales, gross profit, and price image.

WHAT ARE THE BENEFITS?

STEP puts you in control

- STEP projects are tailored to your specifications. This includes departments, competitors and optional data types. You, along with your pricing consultant, define all the project parameters, evaluate and approve any price changes, and determine the rollout based on a detailed project summary.
- STEP results are immediate. Instantly know sales, gross profit and competitive impact of each change at the department, category and item level based on historical movement and/or likely market scenarios.
- Multiple strategies can be evaluated and compared quickly.
- A collaborative consolidation of ideas allows you to identify the right direction to deliver maximum ROI.

PRICING



WHY CHOOSE UNFI?

We will help to define the categories where you can maximize your gross profit.

UNFI's partnership with Nielsen means that average pricing data is now a choice for the peer group review.

When there are increasing competitive pressures, we will assist in ensuring you are priced right to grow your business and improve your customer price perception.

Team of experts will provide:

- Project management expertise
- Analytical review
- Price change results experience
- Implementation support

CONTACT YOUR CONSUMER MARKETING ACCOUNT MANAGER

Subject to credit approval. Some services may not be available in international markets.

Store Name: _____ Store #: _____

Contact Name: _____ Phone: _____

Email Address: _____

Scan and email completed form to Retail_Pricing@UNFI.com

Contact: Kip.E.Rodgers@UNFI.com Phone: 952-947-3423

