ASSORTMENT OPTIMIZATION

In today's environment, providing market-specific products that match your consumer's needs is a major differentiator. DC/Warehouse product assortments may not always meet your needs; and it takes significant time, resources, expertise and effort to develop and maintain a custom assortment strategy yourself.

That's why UNFI has developed Assortment Optimization, to provide independent retailers with access to industry data, market trend insights, easy to use reports, and assortment recommendations to make customizing your offering easier. We leverage a team of data analysts, a wide variety of data sources, and Retailer's customization goals to simplify the entire process.

Key Features:
- Detailed, brand agnostic assortment and data analysis at a Store, Brand, Category, and/or Item level
- Support of Grocery, Dairy, Frozen, and Meat departments
- Provide assortment recommendations addressing:
  market voids, item deletes, aligning recommendations to local market relevance and key retailer initiatives
- Comprehensive list of data sources, including:
  - Nielsen – market, demographics, trade areas
  - SPINS – specialty/organic market & trends
  - UNFI Warehouse data
  - Retailer POS data
  - UNFI Planogram data
- Pairs well with Custom Schematics program to facilitate faster execution of product strategy

Key Outputs:
- Excel format Ranking Report
- Indicate product availability in retailer's assigned DC
- Proprietary Calculations rank Items & Performance
- Retailer-specific product recommendations
- Nielsen & SPINS data points (requires sharing agreements)

WHY CHOOSE UNFI?

We offer a variety of flexible programs to fit your needs.

- Access to a team of experienced analytical experts
- Retailer specific assortment recommendations
- Unbiased assortment review
- Extensive blend of market, UNFI, and retailer specific data
- Easily customized—number of stores, categories, markets, etc.
- Efficient end-to-end assortment execution process when combined with:
  - Floor Planning
  - Custom Schematics
  - Shelf Execution

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Example - Retailer X

Retailer X's Goals:
• Opening a new store in an urban area for the first time

Insights/Background:
• Demographics of surrounding area show that households over-index in no car/one car. Assumption being that customers will be walking to/from the store and prefer smaller items to carry home
• Store is smallest format that this retailer has ever done

Actions/Output
• Performed full assortment analysis for dog food category, identifying top items for retailer's specific market and items that could be cut back
• Focused on smaller, easier to carry sizes, removing all large sized dog food bags from the planogram
• Delivered better brand/flavor representation

Retailer X's Schematics Output

Current Region 8ft POG	Custom Retailer X 8ft POG

SIGN UP FOR MORE INFORMATION
Subject to credit approval. Some services may not be available in international markets.

Store Name: _____ Store #: _____

Contact Name: _____ Phone: _____

Email Address: _____

Contact: Steven.R.Dunstan@UNFI.com

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