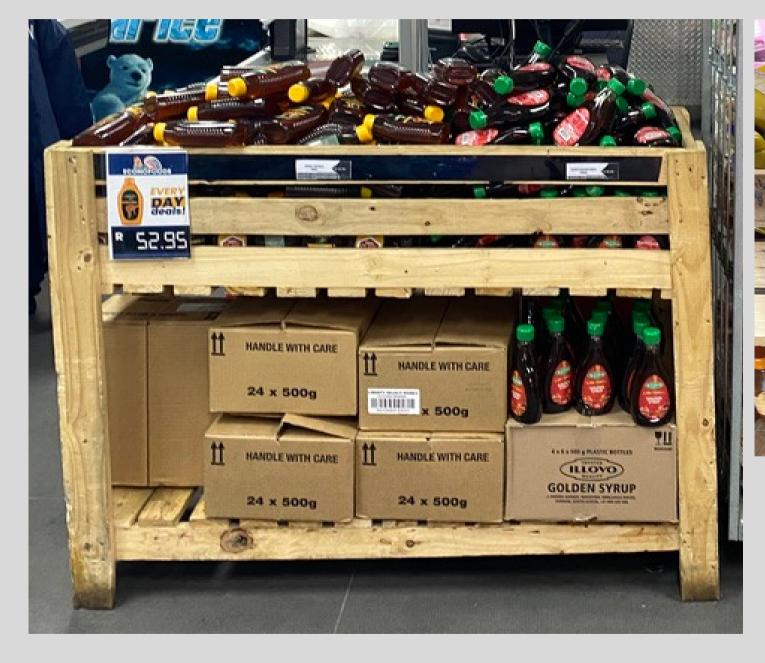
EXECUTION GUIDE

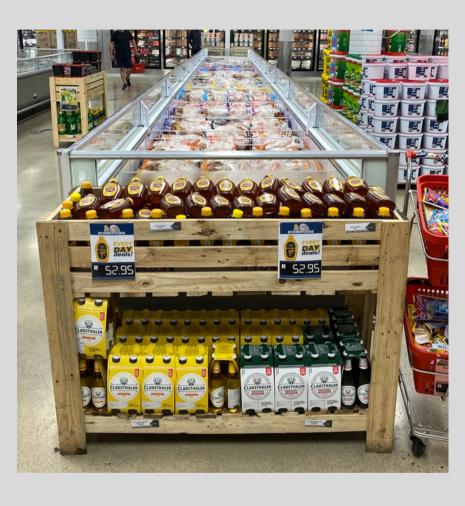
WOOD BINS



WOOD BINS - CURRENT REALITY



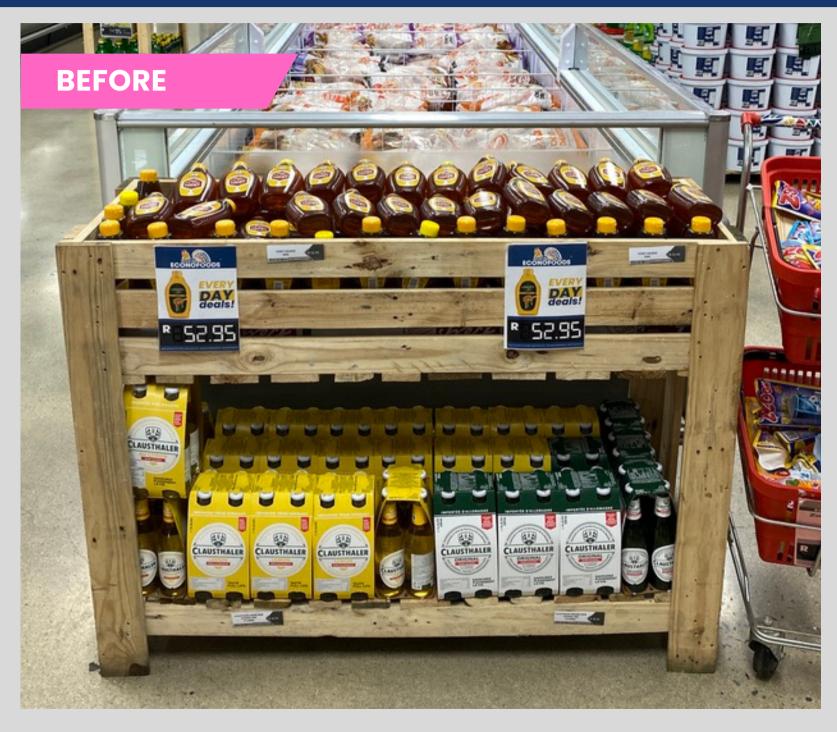






WOOD BINS (OLD STORES)

AFTER







WOOD BINS (OLD STORES)

PRINCIPLES:

TOP OF BIN - ONE SKU!

Only have one product type (sku) in the top of the bin.
One A8 price point.
One A4 EDLP Price flash

BASE OF BIN - ONE SKU!

Only have one product type (sku) in the base of the bin

SINGLE SKU

A8 PRICE INDICATOR

A5 EDLP PRIC FLASH (SAME PRICE AS A8)

SINGLE SKU

A8 PRICE INDICATOR



AFTER

