

RETAIL EXECUTION

EXECUTION GUIDE



WOOD BINS

WOOD BINS – CURRENT REALITY



WOOD BINS (OLD STORES)

AFTER

BEFORE



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