

# Sales Fundamentals

# Modern Trade



## Introduction

Performance in modern trade depends on ensuring sales fundamentals and display is optimally planned and executed. This requires data on sales fundamentals from each store be captured and collated intelligently rebounded.

Astix SFA Solutions enable companies to track merchandising and promotion execution activities at the store shelf level. It is centered on optimizing sales and achieving category objectives and helps companies to build credible product ranges, optimizing shelf and store selling space and range assortment. It furthermore helps companies to maintain the high fill rate, thereby minimizing stock outage scenarios.

## Challenges

Tracking promotion execution and ensuring strict adherence of display, POSM and checkout compliance is a problem area as its done manually which is error prone and inapt. Stock outage due to poor delivery is also an another big challenge for any company in the modern trade channel as it directly impacts the profits and market share.

## Solutions

The SFA eco system powered by a combination of mobility, Google Map and reporting tools that enables store visit planning, planogram compliance auditing, and promotion execution validation and other features from a single everyday use smart phone device. Geo-tagging of the store universe on Google maps enables delivery team with optimized field roots to make sure timely delivery of orders. The inherent challenges in offline conversations and compliance tracking are overcome as merchandising activities can be tracked and manage by taking photographs from the Mobile SFA app. Promotion event discussions will be more information backed with a promotion portfolio analysis which can be performed more accurately.





- REPORTS**
- Customer Performance View
  - District Performance View
  - Customer Productivity Report
  - District Productivity Report

Filter Channel Time District Banner Covered By Show Detailed Legends SELECTED

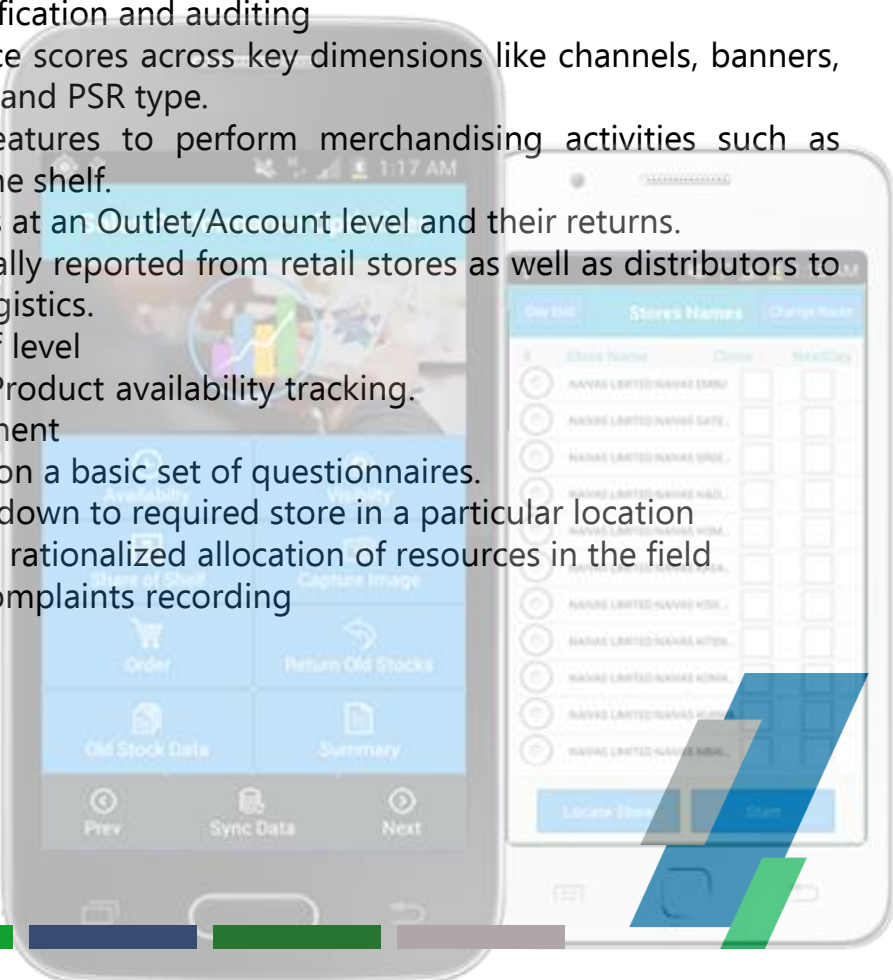
[Download Excel](#)

Distributor/Banner/Outlet	Covered By TAM/MTM/PSR	Actual Vs Target						Local Displays % (#Local/#HQ)	% OOS	Photos
		Shelf Share	Share of Check-out	# of Hooks	HQ Displays	POS	Share Of Display			
☐ OKEY [2001671035] - 100/60		109%	93%	114%	77%			63%	7%	
☐ VICTORIA RUSSIA [2001339091] - 38/13		105%	80%	30%	100%			17%	2%	
☐ 7 CONTINENT [2001671019] - 66/48		103%	105%	101%	77%			18%	0%	
☐ DETSKY MIR HQ [2001671040] - 160/98		107%	120%	90%	105%	104%	134%	48%	6%	
☐ KORABLIK HQ [2001671039] - 45/19		100%				100%	132%		0%	
☐ L'ETOILE HQ [2001671041] - 90/42		69%							5%	
☐ RIVES GAUCHE [2002344892] - 59/36		63%						0%	4%	
☐ 7 DNEY HQ [2001338507] - 219/60		94%	91%	92%	0%			0%	16%	
☐ 7 MARTA [2001885149] - 4/4		252%	100%	257%	100%				0%	
☐ ABSOLUT RUSSIA [2001635710] - 16/16		106%	257%	129%	97%	100%		26%	67%	
☐ ADMIRAL [2002338145] - 1/1		114%			100%			100%	39%	
☐ AGAT NABEREZNIJE CHELNI [2002473819] - 7/3		99%	100%	100%				0%	6%	
☐ ALMAKOR [2002127066] - 6/5								0%		
☐ ALMI [2002248429] - 35/34		102%			100%			113%	21%	
☐ ALPARI [2002243541] - 70/38		81%	90%	35%	32%	50%			19%	



## Features

- Calculates share of shelf and track competitor's activities
- Planogram compliance verification and auditing
- Provide updated compliance scores across key dimensions like channels, banners, distributor branches, cities, and PSR type.
- Provides the tools and features to perform merchandising activities such as refilling and reorganizing the shelf.
- Track promotional activities at an Outlet/Account level and their returns.
- Stock outages are periodically reported from retail stores as well as distributors to continually refine supply logistics.
- SKU replenishment on shelf level
- Product recommendation/Product availability tracking.
- Product Category management
- Conduct customer surveys on a basic set of questionnaires.
- Map-based search Narrow down to required store in a particular location
- Route optimization enables rationalized allocation of resources in the field
- Customer feedbacks and complaints recording



## Benefits

- Planogram & Visibility execution to improve shopper touch points
- Stock displays at all stores are continuously reported to ensure best presentation to every walking-in consumer.
- Category management to ensure right products at right store shelves.
- Strict adherence of shelf and SKU sharing
- Sales performance improvement - With the mobile sales promotion system, the sales personnel can operate more efficiently online and improve the completion rate of the orders to improve their overall sales performance.
- Business strategy promotion - Ensure that promotion policies are under effective implementation, and launch new products more efficiently while tracking distribution.
- Data analysis - Sales representatives can collect data on their mobile devices to provide strategy analysis.
- Competitor intelligence is reported from the field; helping the headquarter plan strategies.
- Unproductive time of the field force is replaced with more qualitative time with retailers and distributors.
- Connected and visible teams mean more territories can be served by managers and new territories can be explored.



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