

# Your way to perfect retail.

Plenty of ideas.  
Plenty ways to success.





# Why perfect retail.

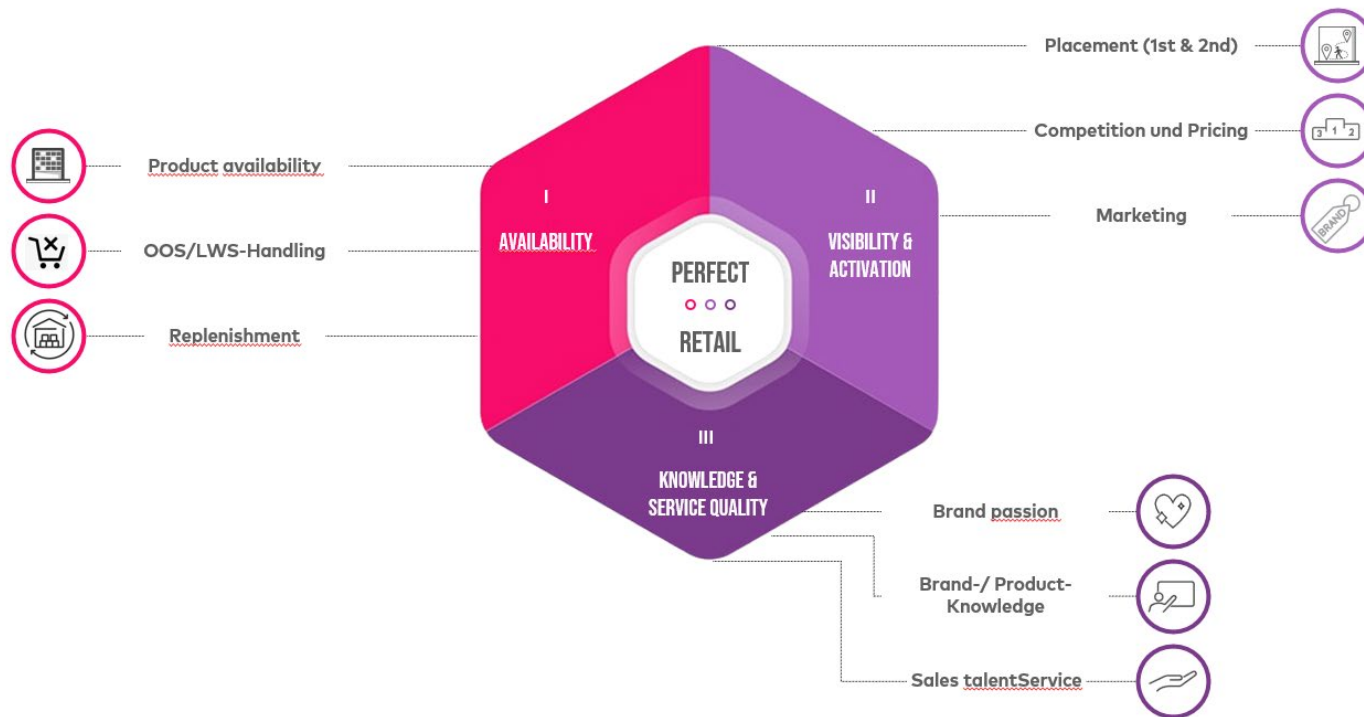
## Perfect Retail.

.... is a flexibly customisable audit catalogue that provides deep insights into product availability, shelf placement, competitive analyses and the knowledge of store staff.

It uncovers optimisation potential that improves the visibility of your brand at the POS and makes your marketing strategy more sustainable and successful.

# What is Perfect Retail?

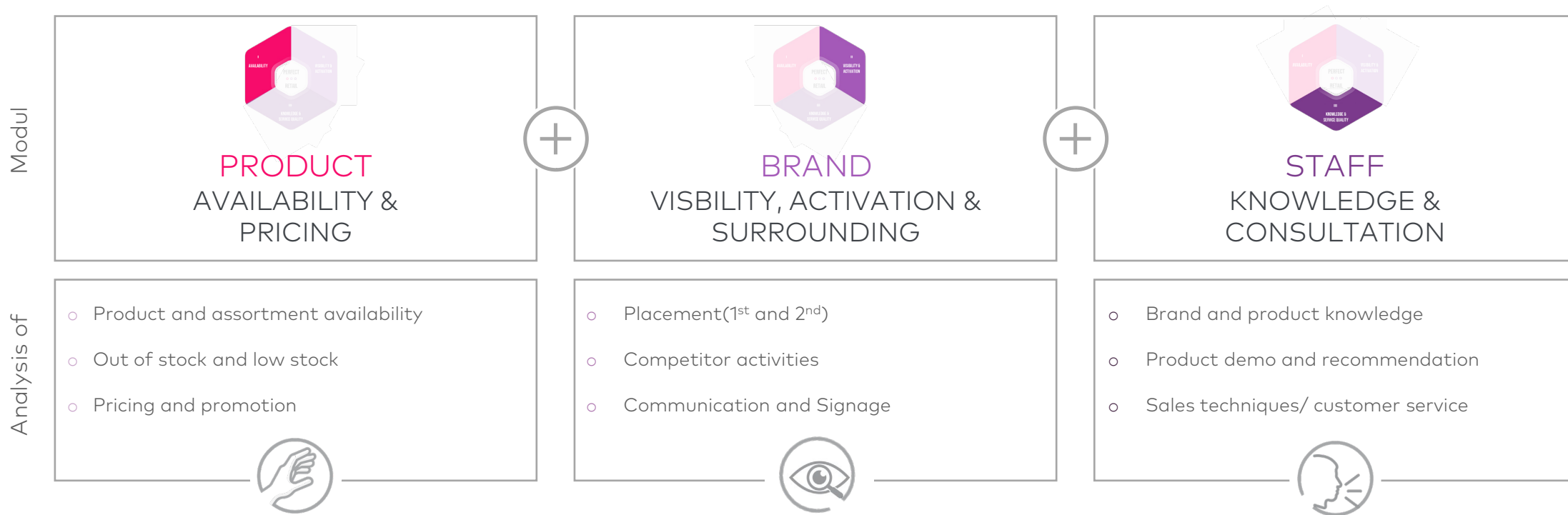
Getting insights from shopper perspective.



- 3 Modules
- Different focus areas along the shopper journey at physical retail.
- Alignment of POS reality with brand aspirations and central agreements.
- Identification of optimization areas to strengthen market and competitive positioning.
- Sustainable perfection of POS performance through regular checks.
- Our Perfect Retail catalogue consists of three customizable modules that can be combined and tailored individually.

# A separate module for each individual focus.

Individually or as a whole



The audit provides insight into product availability, shelf layout, planogram compliance, stock levels and out-of-stock status, enabling an assessment of POS inventory, identification of replenishment gaps and price-level actions to improve operational efficiency and customer satisfaction.

It helps your brand to optimise its presence at the POS and increase customer satisfaction and sales by providing data-driven insights and analytics that enable targeted adjustments to sales strategies, improved staff efficiency and the implementation of tailored marketing campaigns.

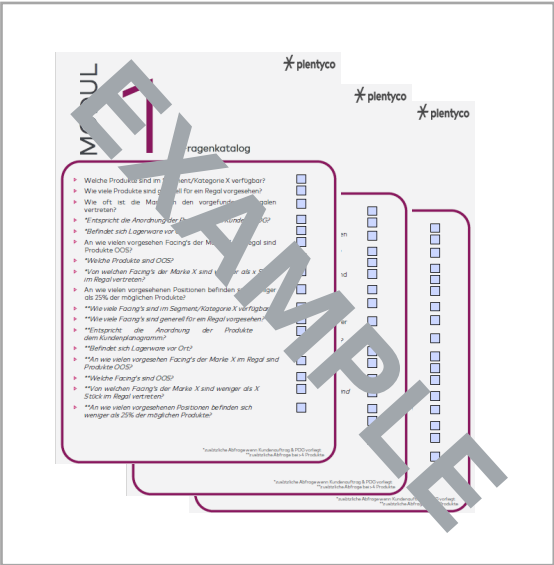
The results can be used to identify training needs, develop personalised training concepts for relevant market staff and ensure that market staff are able to convey the brand messages correctly.

# Your way to perfect Retail

Standardized – digital – up-to-date



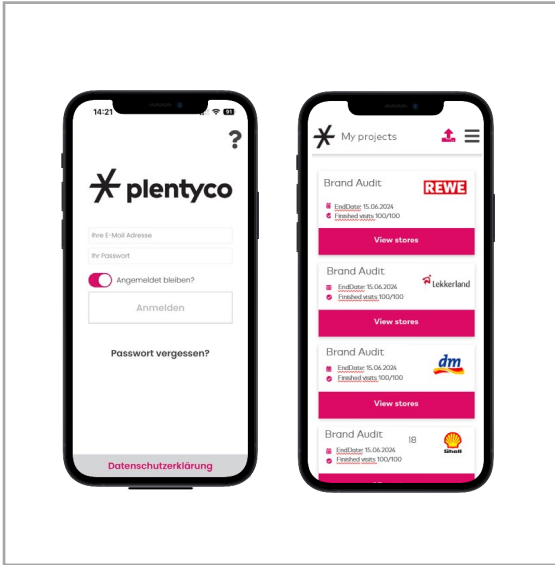
STANDARDIZED  
MODULE-BASED SURVEY.



All analysis are freely configurable  
according to your wishes



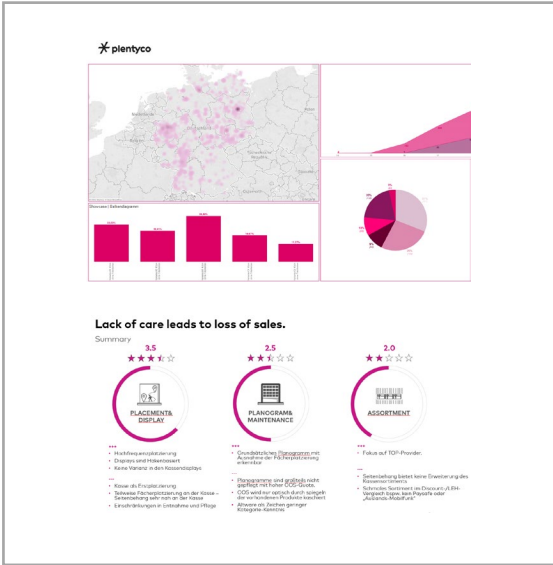
APP BASED  
PROJECT SETUP &  
DATA COLLECTION.



Offline capable app to prevent  
data loss and visit aborts.



ONLINE BI TOOL,  
PHOTO & DATA REPORT.



Live data and insights. Customized analysis and  
dashboards analysis to enhance future  
performance tailored to your needs

# The different ways of working



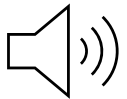
## DEDICATED FIELD FORCE

Our Dedicated Field Force, made up of retail experts, focuses on highlight stores and key tier-level areas, delivering tailored solutions to enhance performance in these crucial sectors.

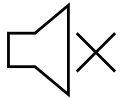


## TACTICAL FIELD FORCE

Our Tactical Field Force emphasizes a broader, more scalable approach, ensuring comprehensive coverage in less time. The Tactical Team efficiently extends its reach across regional and national markets, adapting swiftly to diverse conditions and maximizing overall market penetration.



Announced visits and mystery visits serve distinct purposes in evaluating business operations. Announced visits are scheduled in advance, allowing staff to prepare and showcase their best practices, which can help in assessing the peak potential of a service or operational standards.



In contrast, mystery visits are unannounced, providing a genuine snapshot of everyday service and performance. This method captures the authentic customer experience and can highlight areas of improvement that may not be visible during announced visits.



Each type has its merits, depending on the objective of the evaluation.



# Targeted Retail Optimization for Sustainable Success

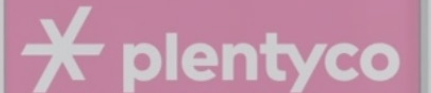


# Plentyco stands for...

## FIELD OPERATIONS & POS SERVICES.

**We enable brands to boost their performance in store.**

- ▶ Leading Category Management, Retail Execution & Fulfillment agency for branded payment (POSA) in DACH
- ▶ Broad and depth retail know-how across all relevant channels
- ▶ Start 2009
- ▶ 2 offices - Munich based HQ, Swiss office in Bern (CH)
- ▶ Warehouse & Logistic center I Krefeld Germany





# Service Deliverables

Instore Excellence by...



## MONITORING & ANALYSIS

- POS Status Documentation
- Competitive Benchmarking
- Brand Compliance Audits
- Data Intelligence



## EXECUTION & DEVELOPMENT

### MEDIUM IMPACT

- POS Placements & Upgrades
- Merchandising
- On-Shelf Availability & Replenishment
- POSM Rollout
- Break-fix & assembly

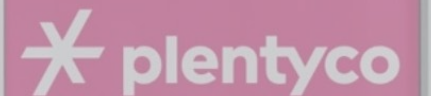
### HIGH IMPACT

- Regional Account MGMT
- Lighthouse Store Development
- PoS Training
- Sampling & Sales Promotions



## WAREHOUSE & DELIVERING

- Warehousing
- Assembly
- POSM Logistics & Display Rollouts
- Fulfillment







There is more than one path.

Plenty of ideas.  
Plenty path to success.



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