

Gain More Ground
Selling
with 80/20 Vision

- Leveraging Resources
- Building a Successful Plan
- That was Easy!
- That was Worth the Effort!

2006

13 Employees

12 Full – time

1 30-hour

2015

3.5 Employees

3 Full-time

2 spend 25% of time

**5 Contracted Sunday
Merchandisers**











LOOK FOR **MEGA COUPON SAVINGS** SUNDAY JANUARY 4TH

Pick up a copy of the
Tallahassee Democrat
and save **BIG**

69% of adults say newspapers are
their primary source for coupons.
Don't miss your chance to save!

TALLAHASSEE DEMOCRAT
Tallahassee.com
A GANNETT COMPANY

The #1 source for people who use coupons.

Source: NAA 2014, "How America Shops and Spends"

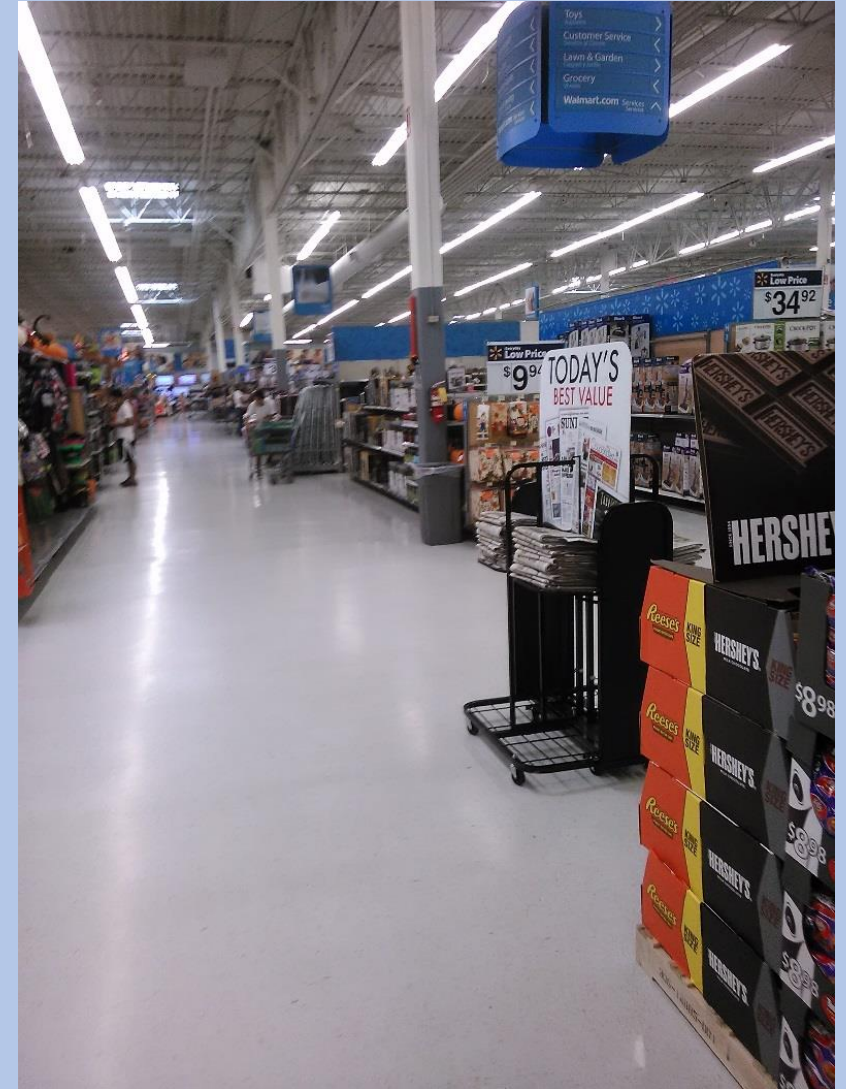




Before

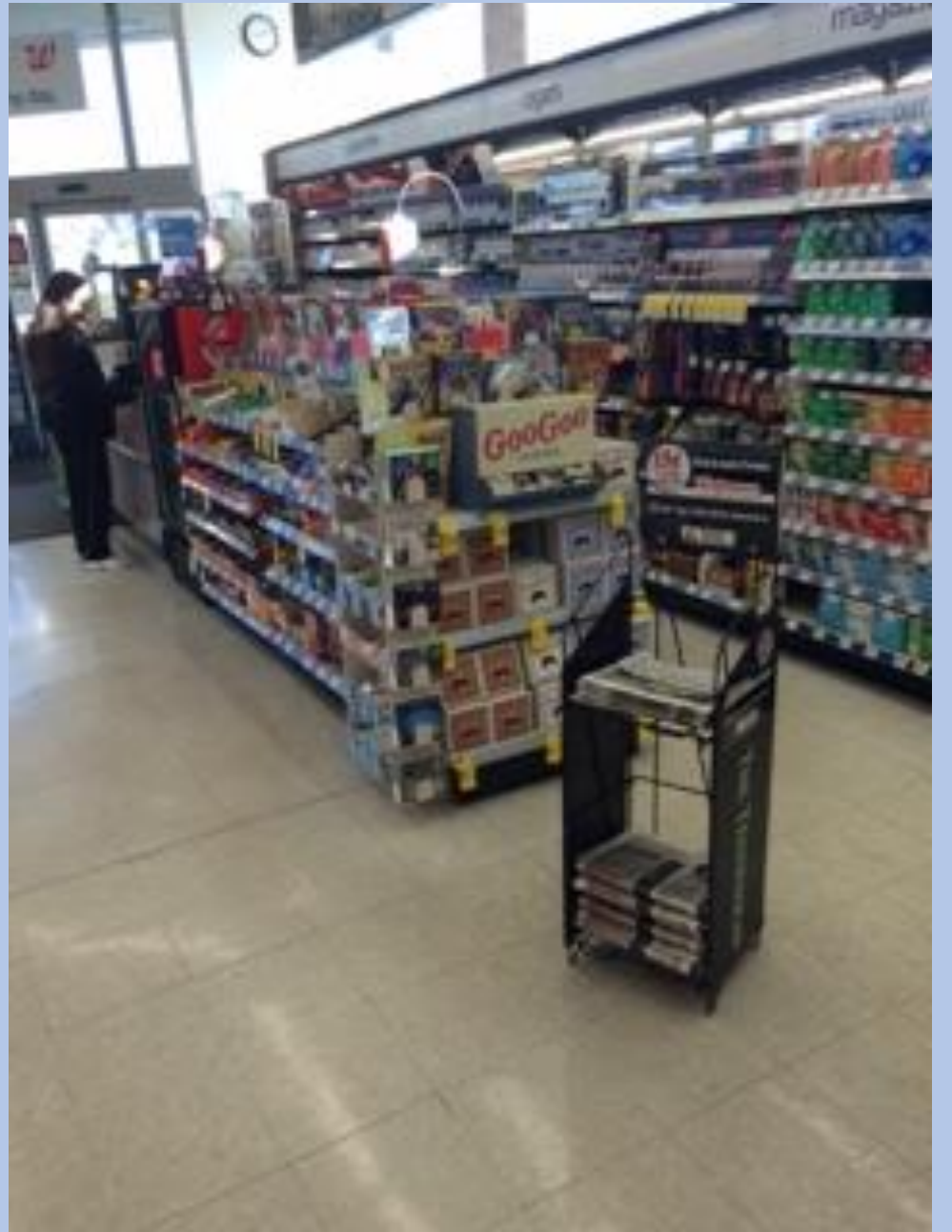


Current









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Category – Chain Report

Period 2, 2015

SUNDAY Retail Category	This Year			Last Year			Variance						Mix Stats		
	# of Outlets	Total Sale	Avg/ Outlet	# of Outlets	Total Sale	Avg/ Outlet	# of Loc		Sales		Avg/Outlet		% YOY Trend	% Total	
							#	%	#	%	#	%		This Yr	Last Yr
Convenience Stores	270	3,199	12	278	3,716	13	(8)	-2.9	(517)	-13.9	(2)	-11.4	49.2%	30.8%	32.5%
Grocery	39	4,170	107	42	4,332	103	(3)	-7.1	(162)	-3.7	4	3.7	15.4%	40.1%	37.9%
General/Mass Merchandise	11	2,094	190	11	2,290	208	0	0.0	(196)	-8.6	(18)	-8.6	18.7%	20.1%	20.0%
Drug Store	47	752	16	47	914	19	0	0.0	(162)	-17.7	(3)	-17.7	15.4%	7.2%	8.0%
Total All Retailers	397	10,393	26	417	11,443	27	(20)	-4.8	(1,050)	-9.2	(1)	-4.6	100.0%	98.3%	98.3%
Vending Machines	125	159	1	168	178	1	(43)	-25.6	(19)	-10.7	0	20.1	1.9%	1.5%	1.5%
Other Single Copy			#DIV/0!			#DIV/0!	0	0.0	0	0.0	#DIV/0!	0.0	0.0%	0.0%	0.0%
Total Single Copy	522	10,602	20	585	11,621	20	(63)	-10.8	(1,019)	-8.8	0	2.2	100.0%	100.0%	100.0%
C-Store															
7-Eleven	39	1,068	27	39	1,226	31	0	0.0	(158)	-12.9	(4)	-12.9			
Kangaroo	21	322	15	22	418	19	(1)	-4.5	(96)	-23.0	(4)	-19.3			
Circle K	14	324	23	14	339	24	0	0.0	(15)	-4.4	(1)	-4.4			
Sunoco	16	182	11	16	205	13	0	0.0	(23)	-11.2	(1)	-11.2			
Chevron	19	132	7	19	131	7	0	0.0	1	0.8	0	0.8			
Shell	14	100	7	15	131	9	(1)	-6.7	(31)	-23.7	(2)	-18.2			
Speedway	10	148	15	10	162	16	0	0.0	(14)	-8.6	(1)	-8.6			
Sunshine	9	71	8	9	85	9	0	0.0	(14)	-16.5	(2)	-16.5			

Biggest Losers Sunday Pds 5-7, YOY	2014	2013	Var.	Var. %
WAL-MART #1605	199	692	(493)	-71.2%
WAL-MART #3484 PENSACOLA	135	190	(55)	-29.1%
WAL-MART #990	329	379	(50)	-13.1%
CIRCLE K #4102 (BBW)	31	64	(33)	-51.8%

Field survey sheet by outlet		Primary 7-day display		Secondary A		Secondary B		In-store Signage			Photo
Location		Position Rating (Excellent, Good, Fair or Poor)	Display Rating (Excellent, Good, Fair or Poor)	Position Rating (Excellent, Good, Fair or Poor)	Display Rating (Excellent, Good, Fair or Poor)	Position Rating (Excellent, Good, Fair or Poor)	Display Rating (Excellent, Good, Fair or Poor)	Local Content POP (Y or N)	Permanent brand POP (Y or N)	Extended Sunday Sales POP (Y, N, n/a)	Photo Number
1	7-ELEVEN #33357	G	E					Y	Y	Y	
2	PUBLIX #0738	G	G	G	G			Y	Y	N	
3	WAL-MART #5365 NEIGHBORHOOD MARKET	E	E					Y	Y	Y	

Position Rating:

Excellent: On or near the counter by the cash register – can't pay without seeing it.

Good: Good visibility to store traffic, limited but still noticeable to consumers.

Fair: Visible but not ideal to higher traffic patterns.

Poor: Out of sight – out of mind.

Display Rating:

Excellent: Product displayed vertically, attractive rack, signage makes the display stand out – positive image that sells.

Good: Product displayed horizontally, rack in good condition, signage visible but may or may not be outstanding – effective presentation but not a superior attention grabber.

Fair: Rack is functional, ineffective if any signage – overall makes newspapers available but doesn't call for consumers attention.

Poor: Rack in poor condition, no signage – improve image and sales effectiveness by replacing it.

	# Outlets Surveyed	Primary Display		Secondary Display			Signage		
		Good to Excellent		% Outlets	Good to Excellent		Local Content	Perm Branding	ESS
		Position	Display		Position	Display			
C-STORE									
7-Eleven	33	42%	79%	18%	33%	67%	94%	94%	52%
Circle K	9	67%	89%	11%	100%	100%	89%	44%	33%
Kangaroo	8	38%	38%	0%	0%	0%	88%	25%	0%
Cumberland Farms	4	25%	0%	0%	0%	0%	25%	25%	25%
RaceTrac	4	50%	50%	0%	0%	0%	0%	50%	0%
Speedway	4	75%	100%	25%	100%	100%	25%	50%	0%
Sunoco	4	75%	100%	25%	100%	100%	75%	75%	25%
Other	10	70%	30%	10%	100%	100%	30%	30%	10%
Subtotal	76	51%	66%	13%	90%	90%	71%	63%	30%
Cumulative Other Markets		64%	77%	32%	75%	75%	67%	66%	17%
GROCERY									
Publix	23	57%	70%	87%	80%	95%	91%	96%	65%
Winn Dixie	9	33%	78%	22%	0%	0%	100%	67%	78%
Walmart Market	2	100%	100%	50%	100%	100%	100%	100%	50%
Subtotal	34	53%	74%	68%	74%	87%	94%	88%	68%
Cumulative Other Markets		46%	71%	65%	74%	79%	63%	69%	10%
MASS MERCH									
Walmart	8	63%	88%	100%	86%	100%	100%	100%	38%
Subtotal	8	63%	88%	100%	86%	100%	100%	100%	38%
Cumulative Other Markets		70%	85%	69%	59%	63%	69%	95%	21%
DRUG STORE									
Walgreens	15	27%	33%	20%	67%	33%	53%	53%	20%
CVS	6	0%	50%	0%	0%	0%	17%	17%	0%
Subtotal	21	19%	38%	14%	67%	33%	43%	43%	14%
Cumulative Other Markets		53%	63%	30%	82%	44%	47%	65%	16%
TOTAL	139	47%	65%	32%	80%	88%	74%	68%	37%
Cumulative Other Markets		57%	75%	42%	69%	68%	63%	70%	14%