

# Smoke Jumpers XVI

October 2017





# Retail Planner

# Goals



- Create centralized location for planning, forecasting, tracking, & reporting
- Ability to create a single customer plan that rolls up individual events
- Provide financials for the customer in total and each individual event
- Provide analysis of actual results against approved plan

# Features



- Calendar
- Volume Plan
- Direct and Indirect Planners
- Planner Margin Analysis
- Reporting and Analytics with syndicated data

# Planning Calendar



## Retail Test2 8.0 B2 - Search Planner

Kelly Cole - Wednesday, October 25 2017



Request For Approval

000-1000015 FOOD LION LLC. (Retail)

Jan 1 - Dec 30, 2018  
2018 Retail Planner

Kelly Cole  
Headquarters

SUMMARY	Cases	LY	Plan	Pounds	LY	Plan	Sales \$	Plan	Trade \$	Plan
Latest Plan	759,867	100%	100%	10,953,791	100%	100%	\$9,195,469	100%	\$87,391	100%

- scorecard
- calendar**
- volume plan
- profile
- output
- alerts

All [ + add products ] [ create program ] [ import programs ] filter products  [ + add filter ] [ reset filter ]

Product	Jan 1	Jan 8	Jan 15	Jan 22	Jan 29	Feb 5	Feb 12	Feb 19	Feb 26	Mar 5	Mar 12	Mar 19	Mar 26	Apr 2	Apr 9	Apr 16	Apr 23	Apr 30	May 7	May 14	May 21	May 28	Jun 4	Jun 11	Jun 18	Jun 25		
<input type="checkbox"/> 2265570177 BB 85/15 GRT 1# CHUB-FSH	\$2.99																											
			\$2.69								\$2.69								\$2.69									
<input type="checkbox"/> 2265570196 BB ALL NATURAL TKY TENDER	\$7.29																											
			\$6.99								\$6.99								\$6.99									
<input type="checkbox"/> 2265527487110 BB BONELESS TKY BREAST 3# 12PC																												
<input type="checkbox"/> 2265526940902 BB BREAST OF YNG TKY FRESH 6PC																												
<input type="checkbox"/> 2265572250 BB FSH GRD TK BRT98% 4-TP	\$6.49																											
											\$4.99								\$4.99									
<input type="checkbox"/> 2265571560 BB FSH GRD TKY 93% 4-TP						\$2.99					\$3.99								\$3.99									
<input type="checkbox"/> 2265571580 BB FSH SEAS GRD TKY 4-TP						\$2.99					\$3.99								\$3.99									
<input type="checkbox"/> 2265572351 BB FSH TKY BURGER 4-TP											\$3.99								\$3.99									
<input type="checkbox"/> 2265570195 BB LEMON/PEP TENDERLOINS																												

Program Number: PRG-1000390  
 Program Title: FoodLion  
 Performance Type: **Feature & Display**  
 Program Status: Work In Progress  
 Performance Dates: 05/07/2018 - 05/12/2018  
 Delivery Dates: 05/02/2018 - 05/15/2018  
 Volume: 1,440 CS  
 Planned NUC: \$0.00 Unit  
 Target Promoted  
 NUC: \$0.00 Unit  
 Retailer Unit Cost: \$4.58 Unit  
 Everyday Price: \$0.00 Unit  
 Retail Price: \$6.99 Unit  
 Retailer Margin: 34%  
 Retailer Profit: \$2.41 Unit

**Double click** to view more detailed information

# Volume Plan



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http://retailtest2.sta...

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[ save ] [ + add products ] [ create program ] filter products  [ + add filter ] [ reset filter ] growth factor  % [ apply growth ]

Product	all periods	Subtotal	1/1	1/8	1/15	1/22	1/29	2/5	2/12	2/19
<input type="checkbox"/> 2265570177 BB 85/15 GRT 1# CHUB-FSH	PY	267,816	4,464	5,976	10,128	8,784	7,512	5,568	3,312	2,664
	Latest FCST	262,722	<input type="text" value="4,464"/>	<input type="text" value="5,976"/>	<input type="text" value="10,128"/>	<input type="text" value="5,730"/>	<input type="text" value="7,512"/>	<input type="text" value="5,568"/>	<input type="text" value="3,312"/>	<input type="text" value="2,664"/>
<input type="checkbox"/> 2265570196 BB ALL NATURAL TKY TENDER	PY	268,074	6,660	4,140	5,310	4,770	4,185	8,028	5,760	4,770
	Latest FCST	265,644	<input type="text" value="6,660"/>	<input type="text" value="4,140"/>	<input type="text" value="5,310"/>	<input type="text" value="4,770"/>	<input type="text" value="4,185"/>	<input type="text" value="8,028"/>	<input type="text" value="5,760"/>	<input type="text" value="4,770"/>
<input type="checkbox"/> 2265527487110 BB BONELESS TKY BREAST 3# 12PC	PY	48,060	0	0	0	0	0	0	0	0
	Latest FCST	48,060	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
<input type="checkbox"/> 2265526940902 BB BREAST OF YNG TKY FRESH 6PC	PY	349,273	0	0	0	0	0	0	0	0
	Latest FCST	349,273	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
<input type="checkbox"/> 2265572250 BB FSH GRD TK BRT98% 4-TP	PY	151,400	1,344	4,512	3,744	4,608	96	4,536	4,320	3,072
	Latest FCST	149,011	<input type="text" value="1,344"/>	<input type="text" value="4,512"/>	<input type="text" value="3,744"/>	<input type="text" value="4,608"/>	<input type="text" value="96"/>	<input type="text" value="2,304"/>	<input type="text" value="2,544"/>	<input type="text" value="3,552"/>
<input type="checkbox"/> 2265571560 BB FSH GRD TKY 93% 4-TP	PY	581,812	5,944	13,408	11,904	14,208	11,992	12,860	12,192	9,024

### Include Forecasts

Click the arrow & drag using the mouse to place it in

- PY - Prior Year
- Latest FCST
  - Base & Lift
- FCST % PY
- Actual
- Actual % FCST
- Locked FCST

### Show Totals

Display total rows

### Show Forecasts By

- Week
- Month

### Show Products By

Product

### Select UOM

- Physical Cases
- Pounds

[ apply selections ] [ restore default ]

# Planner Margin



Request For Approval 000-1000015		110056 FOOD LION LLC. (Retail)		2018 Retail 2018 Retail Planner		January 1 - December 30, 2018		<input type="radio"/> physical case <input checked="" type="radio"/> pounds									
Product/Program	Del Start	Del End	Status	Volume	Sales	Allow	TPA	Net Sales	Cost	Oper Income	Margin %	Target Margin	Trade %	Target NUC	NUC	NUC Var	
2265570177 BB 85/15 GRT 1# CHUB-FSH				262,722	1.7900	0.0506	0.0000	1.7900	1.0740	0.7160	38%		3%	0.0000	0.0000	0.0000	
PRG-1000178 FoodLion 1H EDLP	Dec 25, 2017	Jul 1, 2018	RFA	131,022		0.0833	0.0000				37%		5%	0.0000	1.7067	0.0000	
PRG-1000184 FoodLion	Jan 15, 2018	Jan 21, 2018	RFA	10,128		0.0833	0.0000				37%		5%	0.0000	1.7067	0.0000	
PRG-1000389 FoodLion	Mar 7, 2018	Mar 20, 2018	RFA	18,288		0.0833	0.0000				37%		5%	0.0000	1.7067	0.0000	
<b>BB Fresh Ground Chub</b>				262,722	1.7900	0.0506	0.0000	1.7394	1.0740	0.6654	38%	0.0000	3%	0.0000	0.0000	0.0000	
2265571560 BB FSH GRD TKY 93% 4-TP				578,283	2.4800	0.0259	0.0000	2.4800	1.4880	0.9920	39%		1%	0.0000	0.0000	0.0000	
PRG-1000385 FoodLion TPR	Feb 11, 2018	Mar 6, 2018	RFA	59,774		0.2500	0.0000				33%		10%	0.0000	2.2300	0.0000	
2265571580 BB FSH SEAS GRD TKY 4-TP				351,029	2.4800	0.0254	0.0000	2.4800	1.4880	0.9920	39%		1%	0.0000	0.0000	0.0000	
PRG-1000385 FoodLion TPR	Feb 11, 2018	Mar 6, 2018	RFA	35,589		0.2500	0.0000				33%		10%	0.0000	2.2300	0.0000	
2265572250 BB FSH GRD TK BRT98% 4-TP				149,011	3.9900	0.1527	0.0000	3.9900	2.3940	1.5960	38%		4%	0.0000	0.0000	0.0000	
PRG-1000178 FoodLion 1H EDLP	Dec 25, 2017	Jul 1, 2018	RFA	75,327		0.2500	0.0000				36%		6%	0.0000	3.7400	0.0000	
PRG-1000385 FoodLion TPR	Feb 11, 2018	Mar 6, 2018	RFA	15,696		0.2500	0.0000				36%		6%	0.0000	3.7400	0.0000	
<b>BB Fresh Ground Tray</b>				1,078,324	2.6887	0.2040	0.0000	2.4847	1.6132	0.8715	35%	0.0000	8%	0.0000	0.0000	0.0000	
2265526940902 BB BREAST OF YNG TKY FRESH 6PC				349,273	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0%		0%	0.0000	0.0000	0.0000	
<b>BIB Fresh</b>				349,273	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0%	0.0000	0%	0.0000	0.0000	0.0000	
2265524081100 BUTTERBALL BREAST OF YNG TKY 6PC				49,208	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0%		0%	0.0000	0.0000	0.0000	
<b>BIB Frozen Large</b>				49,208	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0%	0.0000	0%	0.0000	0.0000	0.0000	
2265500061110 HERB BONELESS TKY BREAST 3#				40,284	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0%		0%	0.0000	0.0000	0.0000	



## Merchandising Review

**Geography**: Kroger Frys RMA  
**Product**: Store Brand Rope Turkey CkdDnrSg  
**Time**: 7/6/2015 to 6/26/2017

Time (Text)	Avg Non-Promo Unit Price	Avg Promo Unit Price	% ACV Distrib	% ACV Any Merch	Any Feat CWW	Any Display CWW	Any TPR CWW	LIFT Lbs	TTL Volume (Lbs)	Promo Volume	% Vol Promo	Promo Efficiency
13 WE 12/ 27 /2015	\$2.53	\$2.23	100.0%	100.0%	5.7	0.3	3.3	48.9%	57,984	43,601	75.2%	33.0%
13 WE 12/ 27 /2015 Year Ago	\$3.24	\$2.73	99.8%	100.0%	3.7	0.5	2.4	20.8%	35,876	23,887	66.6%	16.8%
26 WE 12/ 27 /2015	\$2.50	\$2.28	100.0%	100.0%	12.3	0.7	7.6	100.6%	116,296	94,634	81.4%	52.1%
26 WE 12/ 27 /2015 Year Ago	\$2.66	\$2.58	99.9%	100.0%	9.6	1.0	2.4	36.8%	116,385	64,332	55.3%	28.7%
52 WE 12/ 27 /2015	\$2.78	\$2.49	100.0%	100.0%	23.0	1.4	16.9	85.4%	185,130	148,249	80.1%	48.5%
52 WE 12/ 27 /2015 Year Ago	\$2.58	\$2.52	99.9%	100.0%	17.5	1.9	12.4	57.6%	238,125	137,285	57.7%	39.2%

