

# CESCA Panel

## **Maximizing ROI in the Last 100 Feet**

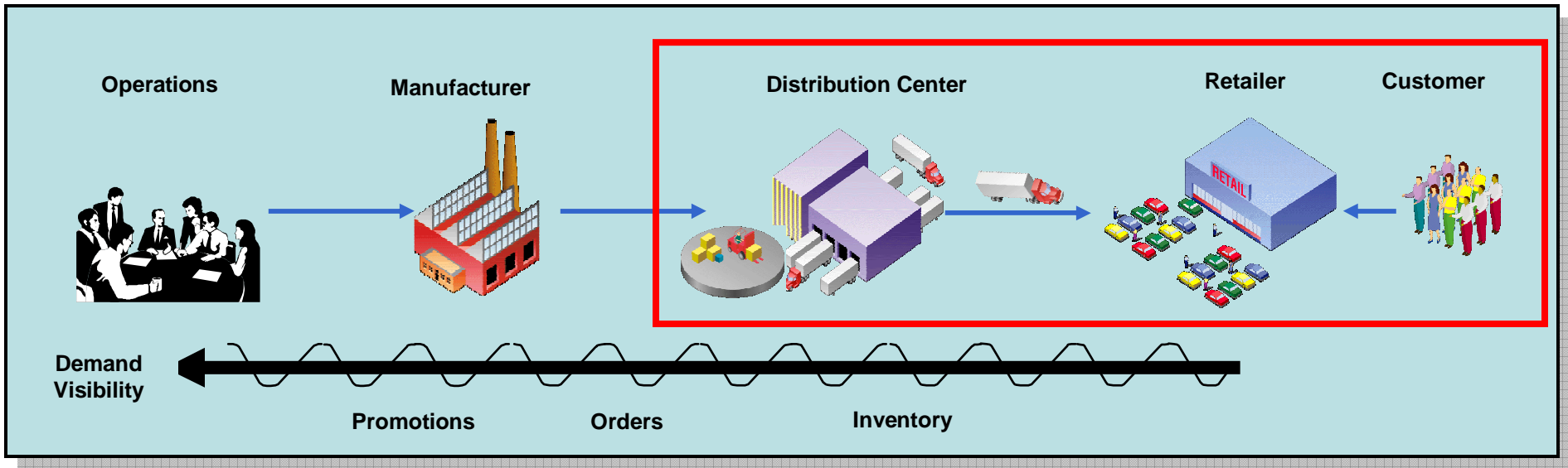
Growing Profitability & Customer Satisfaction Through  
Integrated Execution

January 2009

## The Panel

- **Jim Rose**, President and CEO, Mosaic
- **Avi Sokol**, Senior Director, Global IT, Zoran
- **Jack Watson**, Vice President, Global Sales, Motivating Graphics Inc.
- **Paul Freeman**, Global Lead, Market Development and Sales, Infosys - Retail and CPG Innovation
- **Randy Schrock**, VP Strategy Operations, BDS Marketing
- **Rich Becks**, Senior Vice President, Product Management, e2Open

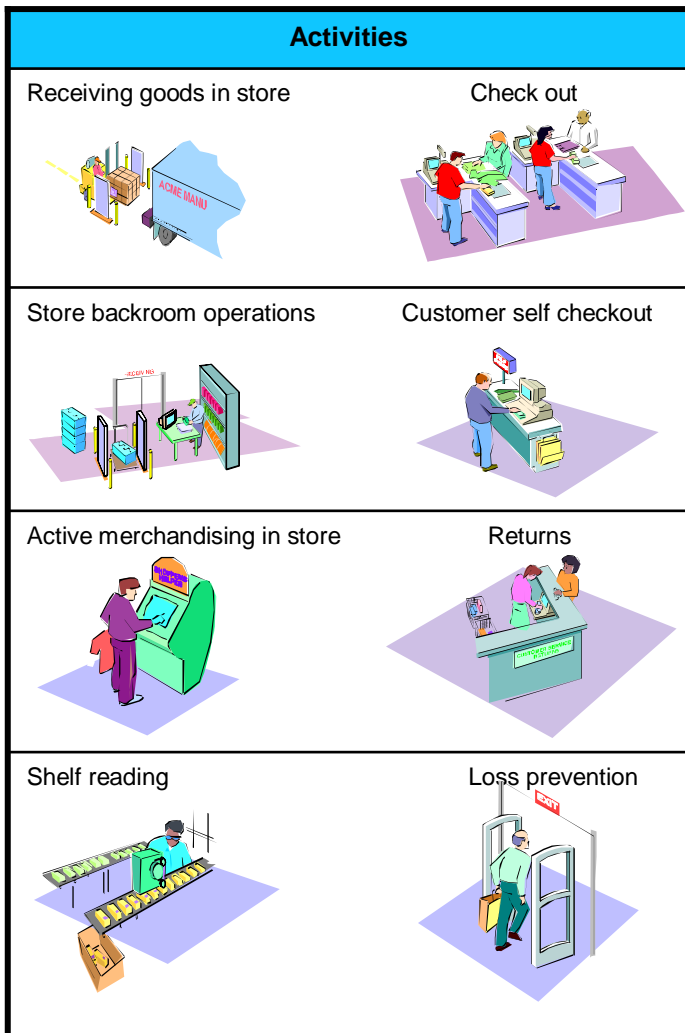
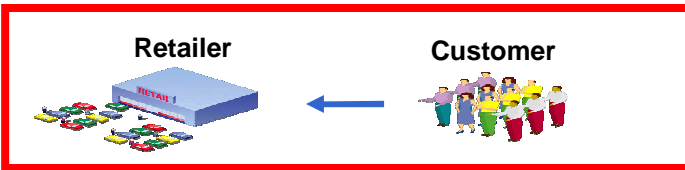
# The Last 100 Feet- Maximizing the ROI from Back Door to Shelf



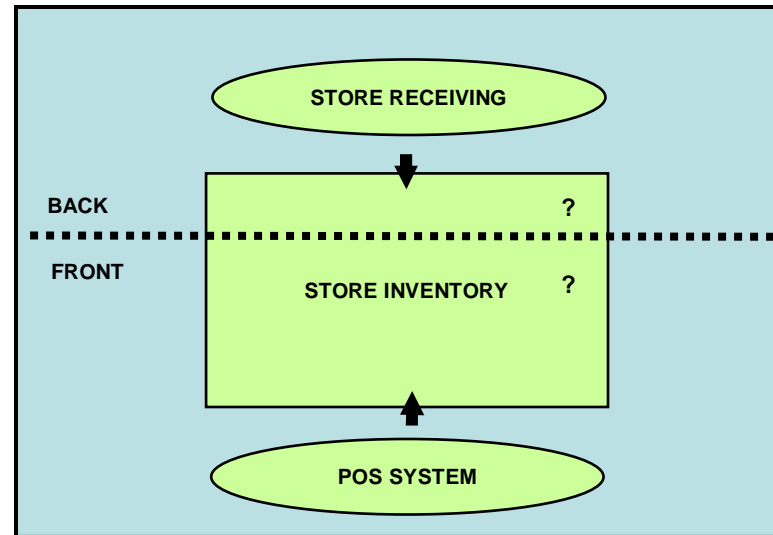
*Many Retailers & Suppliers have implemented Supply Chain processes and technology enablers to get product to the right backdoor at the right time but often fail to get it to the shelf the right time every time*

*Our Panel Today will review the Opportunities of Driving Greater Operational Effectiveness, Improved Profitability & Overall Customer Satisfaction Through an Integrated Supply Chain and In Store Customer Experience*

# Issues & Solutions will be discussed to maximize key operational and in store experience activities between the back door and shelf



*Number 1 Issue for Retailers and Consumer Goods Companies is On-Shelf Availability and managing out of stocks*



- On average 7.1%\* of SKU's Out-of-stock
- Some categories up to 30%
- 70%\* of customers pick another brand, but 30%\* will leave the store
- Most stock is available but not on shelf

\*Source: Efficient Consumer Response (ECR)

## ***Our Panel Discussion Questions***

1. Stock outs remain a huge problem for the industry. What in your opinion are the contributing factors in the Last 100 feet and the steps can be taken?
2. Specifically, how can the execution in the last 100 feet be integrated to maximize customer service?
3. What is the role of the merchandisers in this regard?
4. How can we improve the accuracy of in store inventory which drives replenishment decisions?
5. How can retail packaging enhance the shopper purchasing decisions?
6. How is data synchronization an issue with B2B trading partners and what recommendations do you have to improve collaboration?
7. What are the successful modes of training store personnel in enhancing sales?
8. How do we achieve better visibility in the supply chain?