

# PREPARING FOR IMPACT WITH A MODERN PLAYBOOK

## 1 UNDERSTAND YOUR POSITION VS COMPETITION

You have a great understanding of your business and your trends; however, the best retailers in the world have less than a 20% share of wallet. Understand your competitive market, what shoppers are doing outside your stores, and how your shoppers may be buying differently.

## 2 ENSURE YOU HAVE THE RIGHT VALUE

Convenience shoppers will be forced to be more sensitive to price and value offerings; evaluate your price strategy to ensure you are priced right on the items that shape value perception in a shoppers mind while identifying items that allow you to build your margin.

## 3 PROMOTE WITH PURPOSE

As convenience shoppers think about restocking their pantries or returning to daily routines, it is imperative to find ways to promote products that bring ease and efficiency. Help shoppers think through maximizing baskets for easier bundling, convenience meal solutions, and filling-in pantries. Dry pasta and bottled sauce make an easy dinner offering, so why not try bundling them to increase the basket size?

## 4 ENSURE TRIPS IN THE NEW NORMAL

The return of daily routines will have convenience shoppers back on the road and defining their new ways of living. It is essential that your brand integrates itself into these new routines to capture trips, provide easy solutions to their needs, and solidify itself as a necessary and/or safe option.

## 5 STAKE YOUR CLAIM

Communicate your value proposition to shoppers for their new way of shopping. Shift your assortment to serve their evolving needs: Health & wellness, convenience, private label and value offerings and essentials

## 6 COMBINE YOUR ONLINE AND OFFLINE EXPERIENCES

While convenience shoppers are still homebound, use technology (your app, alternative pick-up options, etc.) to keep your brand top of mind. Get creative in finding ways to be a part of consumers during Restricted Living and carry that through as we move to living a new normal.