



- > Improving on-shelf availability is consistently identified as the single greatest opportunity in the global food and grocery industry.
- > Retailers and manufacturers both lose when a shopper faces an empty shelf. With lost sales from Out of Stocks approaching 4%, an accurate Out of Stock measurement and management solution is vital.
- > Always Available delivers dramatically improved OnShelf Availability with a methodology proven in thousands of stores every day:

1) EPOS data is downloaded daily & analysed by Always Available

2) Store Action Reports identifying top Out of Stock issues in each store are generated daily & transmitted to store staff or Territory Sales Managers

3) Store staff or Territory Sales Managers complete Root Cause Analysis & fix Out Of Stock issues (SEL missing, incorrect stockfile etc)



4) Instore actions taken are reported back to Always Available.

Availability & sales growth is measured; key insights & remaining issues identified for further action at Head Office level



How does Always Available work at Head Office level? Decisions on range & space are influenced to drive improved availability

In addition to sales growth of up to 4% delivered by a 40-50% reduction in Out of Stocks, Always Available provides category thought-leading insight into availability by sku, brand, store format, range class and customer planogram

Item Description	Retailer Range Type											Total
	C	D	E	G	H	I	J	K	L	M	N	
MANUFACTURER SKU #1	4.85%	6.26%	4.48%	7.44%	10.03%	13.28%	16.98%	16.72%	18.31%	16.72%	18.31%	16.44%
MANUFACTURER SKU #2	2.15%	2.77%	6.38%	9.08%	13.49%	18.12%	16.52%	17.00%	18.30%	18.30%	18.30%	9.78%
MANUFACTURER SKU #3	2.59%	6.29%	4.53%	4.60%	9.46%	13.68%	14.91%	13.29%	18.79%	18.79%	18.79%	6.21%
MANUFACTURER SKU #4	1.33%	0.63%	1.71%	2.89%	6.21%	8.93%	10.71%	10.17%	14.49%	14.49%	14.49%	6.21%
MANUFACTURER SKU #5	5.49%	2.78%	3.52%	3.62%	6.45%	7.91%	11.84%	10.62%	15.52%	15.52%	15.52%	7.55%
MANUFACTURER SKU #6	0.13%	0.94%	2.39%	4.14%	7.21%	10.08%	15.10%	12.09%	15.74%	15.74%	15.74%	7.31%
MANUFACTURER SKU #7	4.20%	2.72%	3.14%	2.63%	5.46%	7.66%	12.00%	9.77%	15.64%	15.64%	15.64%	6.92%
MANUFACTURER SKU #8	1.31%	0.55%	2.61%	3.67%	7.65%	8.90%	14.21%	11.44%	15.29%	15.29%	15.29%	7.29%
MANUFACTURER SKU #9	4.61%	2.29%	2.61%	4.33%	8.21%	8.82%	11.83%	10.39%	13.12%	13.12%	13.12%	7.32%
MANUFACTURER SKU #10	0.31%	1.01%	1.72%	3.89%	6.95%	7.96%	11.96%	8.02%	11.39%	11.39%	11.39%	5.92%
MANUFACTURER SKU #11	2.88%	0.48%	2.01%	3.51%	6.39%	7.69%	8.25%	8.12%	11.67%	11.67%	11.67%	6.66%
MANUFACTURER SKU #12	2.12%	3.56%	5.61%	5.46%	2.99%	5.39%	5.85%	5.21%	8.88%	8.88%	8.88%	5.01%
MANUFACTURER SKU #13	0.40%	0.00%	1.57%	3.42%	5.03%	7.25%	10.65%	9.97%	12.81%	12.81%	12.81%	5.57%
MANUFACTURER SKU #14	0.88%	0.00%	1.87%	2.65%	3.59%	6.10%	6.40%	7.04%	10.43%	10.43%	10.43%	4.31%
MANUFACTURER SKU #15	27.96%	25.52%	27.52%	23.49%	23.64%	27.58%	21.02%	21.80%	25.63%	25.63%	25.63%	24.81%
MANUFACTURER SKU #16	0.40%	0.00%	1.57%	3.42%	5.03%	7.25%	10.65%	9.97%	12.81%	12.81%	12.81%	5.57%
MANUFACTURER SKU #17	10.11%	9.96%	4.87%	5.57%	7.27%	9.06%	8.20%	7.19%	12.54%	12.54%	12.54%	6.42%
MANUFACTURER SKU #18	0.18%	0.94%	4.16%	2.45%	2.51%	3.29%	5.83%	3.94%	5.02%	5.02%	5.02%	3.15%
MANUFACTURER SKU #19	0.79%	0.57%	1.95%	2.55%	4.32%	5.47%	9.12%	7.53%	9.43%	9.43%	9.43%	4.63%
MANUFACTURER SKU #20	2.67%	0.26%	0.86%	1.86%	4.61%	7.12%	11.07%	8.74%	11.45%	11.45%	11.45%	6.41%
MANUFACTURER SKU #21	0.40%	0.00%	1.57%	3.42%	5.03%	7.25%	10.65%	9.97%	12.81%	12.81%	12.81%	5.57%
MANUFACTURER SKU #22	0.40%	0.00%	1.57%	3.42%	5.03%	7.25%	10.65%	9.97%	12.81%	12.81%	12.81%	5.57%
MANUFACTURER SKU #23	0.40%	0.00%	1.57%	3.42%	5.03%	7.25%	10.65%	9.97%	12.81%	12.81%	12.81%	5.57%
MANUFACTURER SKU #24	1.00%	0.75%	1.15%	1.55%	5.10%	9.45%	12.10%	10.90%	13.70%	13.70%	13.70%	6.36%
MANUFACTURER SKU #25	4.38%	6.17%	4.27%	5.30%	4.66%	8.08%	15.09%	10.72%	13.48%	13.48%	13.48%	6.13%
MANUFACTURER SKU #26	5.39%	6.25%	7.35%	8.04%	7.95%	10.83%	12.09%	11.49%	13.93%	13.93%	13.93%	9.29%
MANUFACTURER SKU #27	4.60%	6.62%	7.65%	7.94%	10.04%	10.29%	15.46%	11.71%	14.41%	14.41%	14.41%	9.44%
MANUFACTURER SKU #28	5.64%	6.25%	7.64%	5.97%	8.13%	8.55%	10.95%	11.73%	15.31%	15.31%	15.31%	8.01%
MANUFACTURER SKU #29	5.99%	6.04%	7.65%	6.39%	8.65%	9.85%	12.09%	11.88%	12.71%	12.71%	12.71%	8.95%
MANUFACTURER SKU #30	4.28%	4.02%	5.88%	7.48%	9.10%	10.57%	9.95%	11.96%	11.53%	11.53%	11.53%	8.39%
MANUFACTURER SKU #31	3.06%	5.39%	7.14%	7.84%	10.25%	7.55%	14.45%	12.31%	10.68%	10.68%	10.68%	8.77%
MANUFACTURER SKU #32	0.20%	0.00%	1.55%	1.85%	3.25%	4.39%	6.75%	6.43%	9.69%	9.69%	9.69%	3.21%
MANUFACTURER SKU #33	2.66%	2.04%	1.81%	2.30%	4.04%	5.75%	8.24%	7.88%	11.02%	11.02%	11.02%	5.07%
MANUFACTURER SKU #34	0.62%	0.79%	0.46%	1.46%	2.46%	3.46%	5.38%	4.49%	7.78%	7.78%	7.78%	3.91%
Grand Total	4.73%	3.77%	5.05%	6.31%	7.65%	9.52%	10.38%	10.20%	13.74%	13.74%	13.74%	8.03%