

Retail **MERCHANDISING**

localization

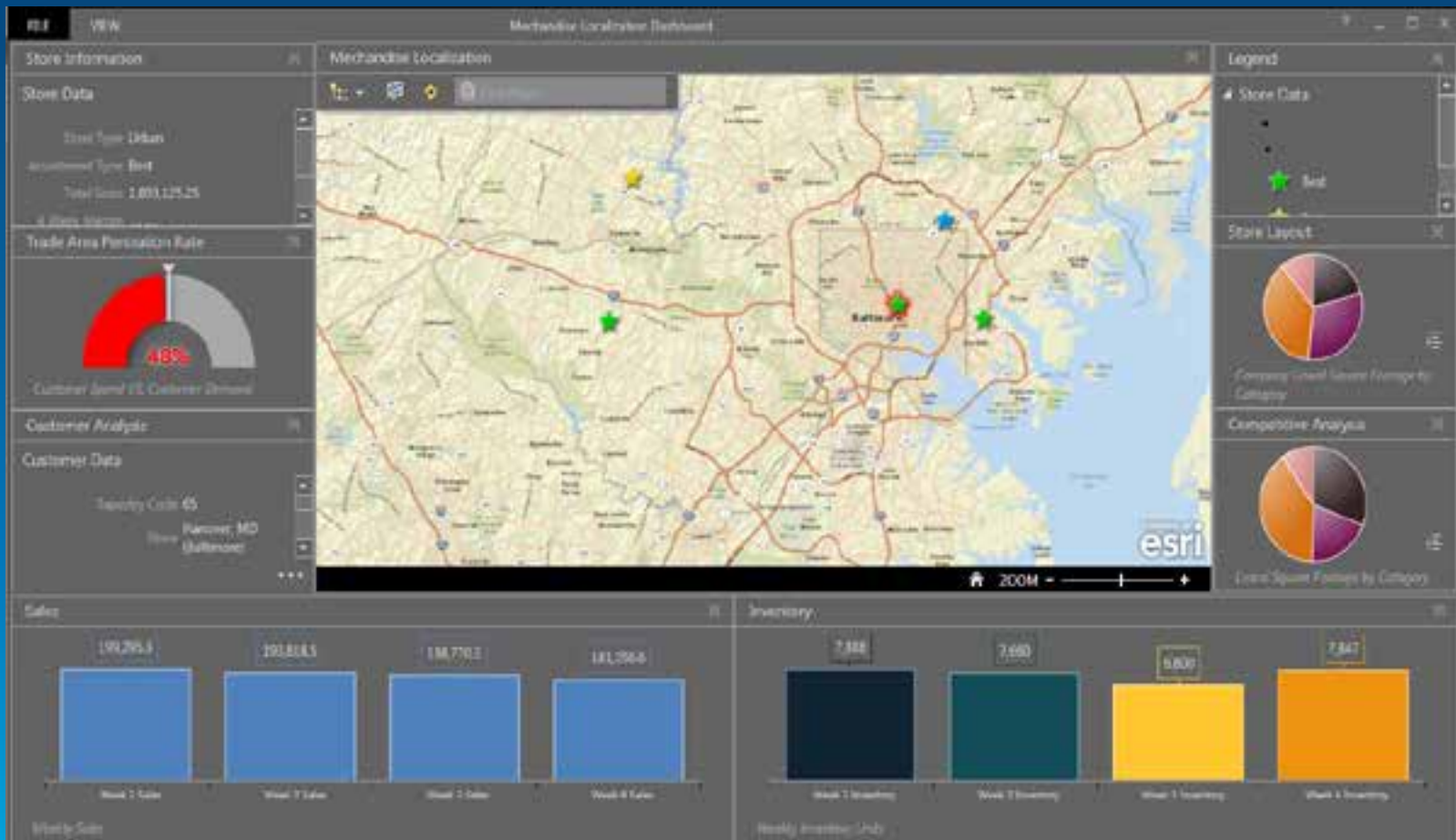


Location Analytics for Merchandising

- **Localization as a competitive advantage:**
 - local price matching initiatives
 - localization of product mix
- **Localization to capture share:**
 - right **PRODUCT**
 - right **PRICE**
 - in **STOCK**
 - based on the **LOCAL** market
- **With location analytics, we can help you :**
 - determine the optimal level of localization
 - drive profit that will outweigh costs
 - effectively increase share and customer satisfaction

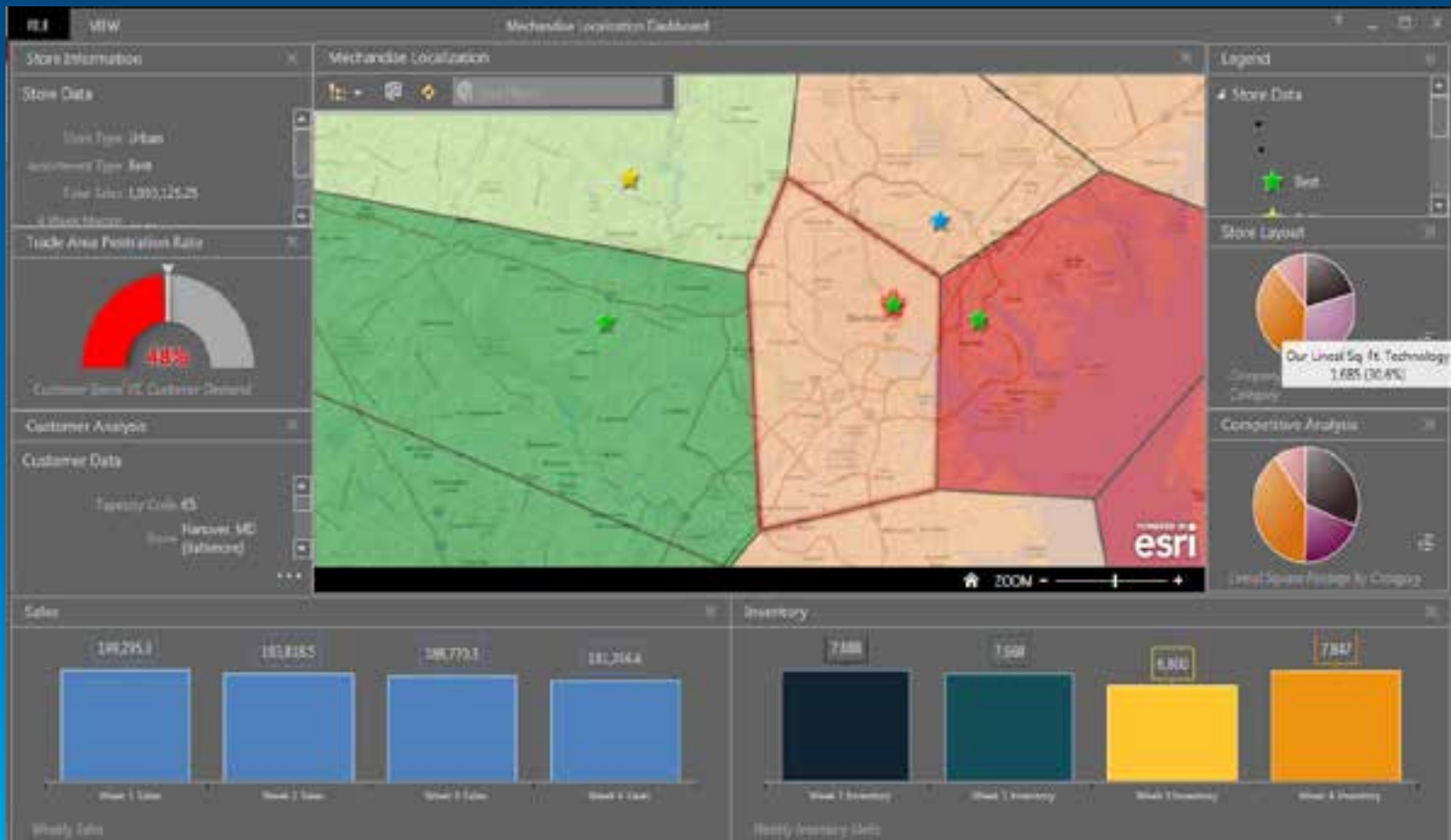
Product Mix

The majority of locations in the Baltimore area have our “best” assortments tailored for more affluent customers



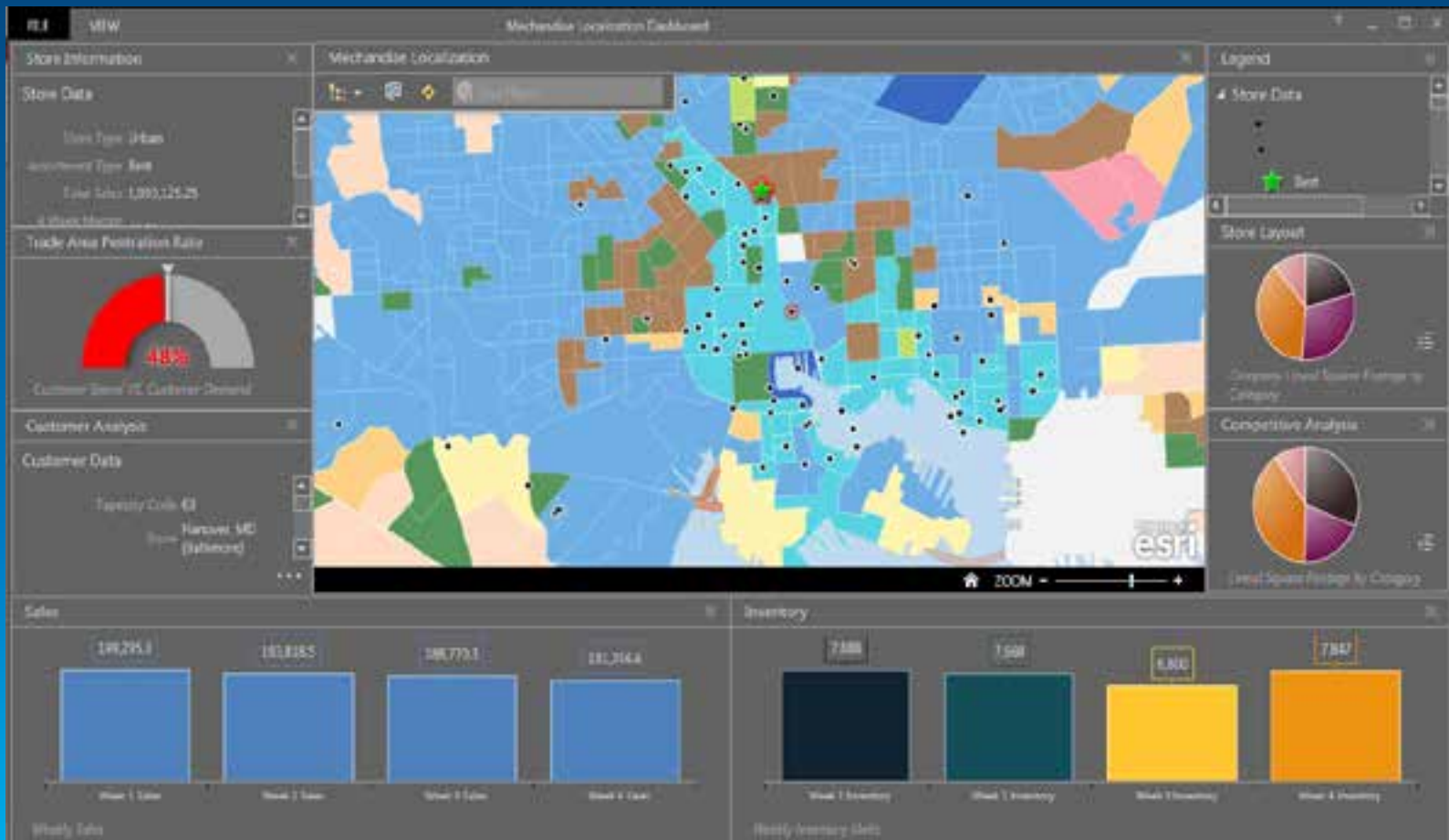
Competitive Landscape

Market share is currently below average and we maintain a slightly different product mix than our competition



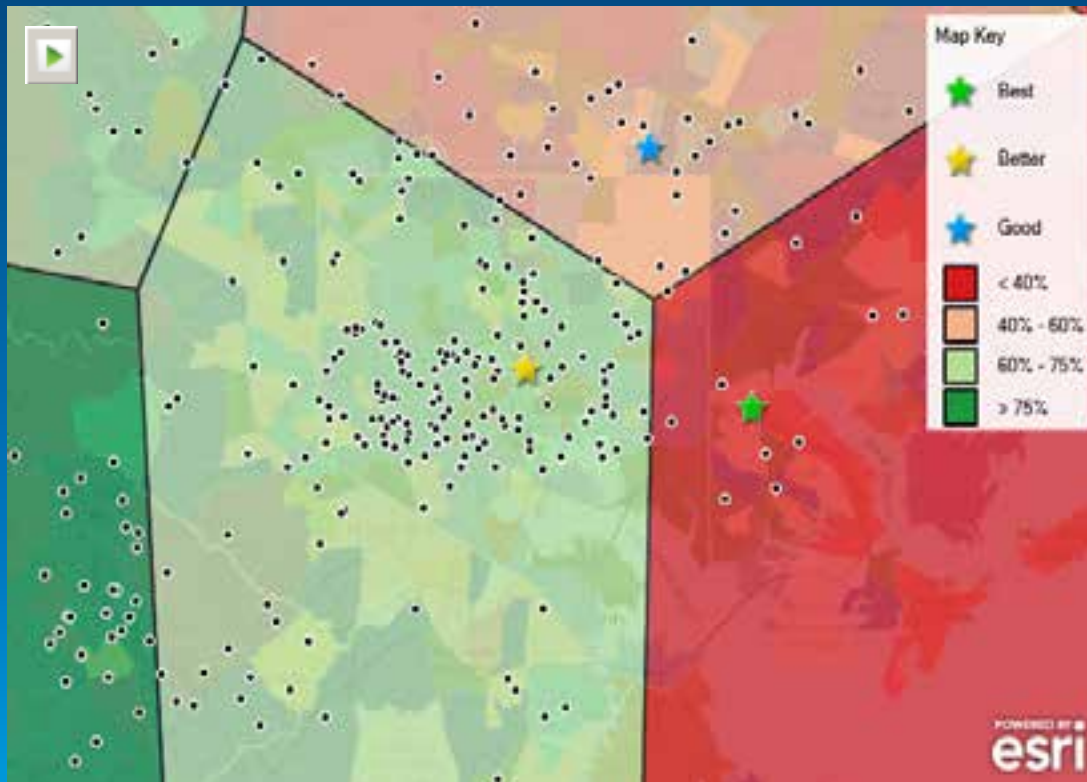
Customer Landscape

Based on our loyalty data, we are not capturing a broad range of customer segments within the landscape



Category Insights and Analytics

Introduction of an Urban Product Mix has resulted in 2% revenue growth

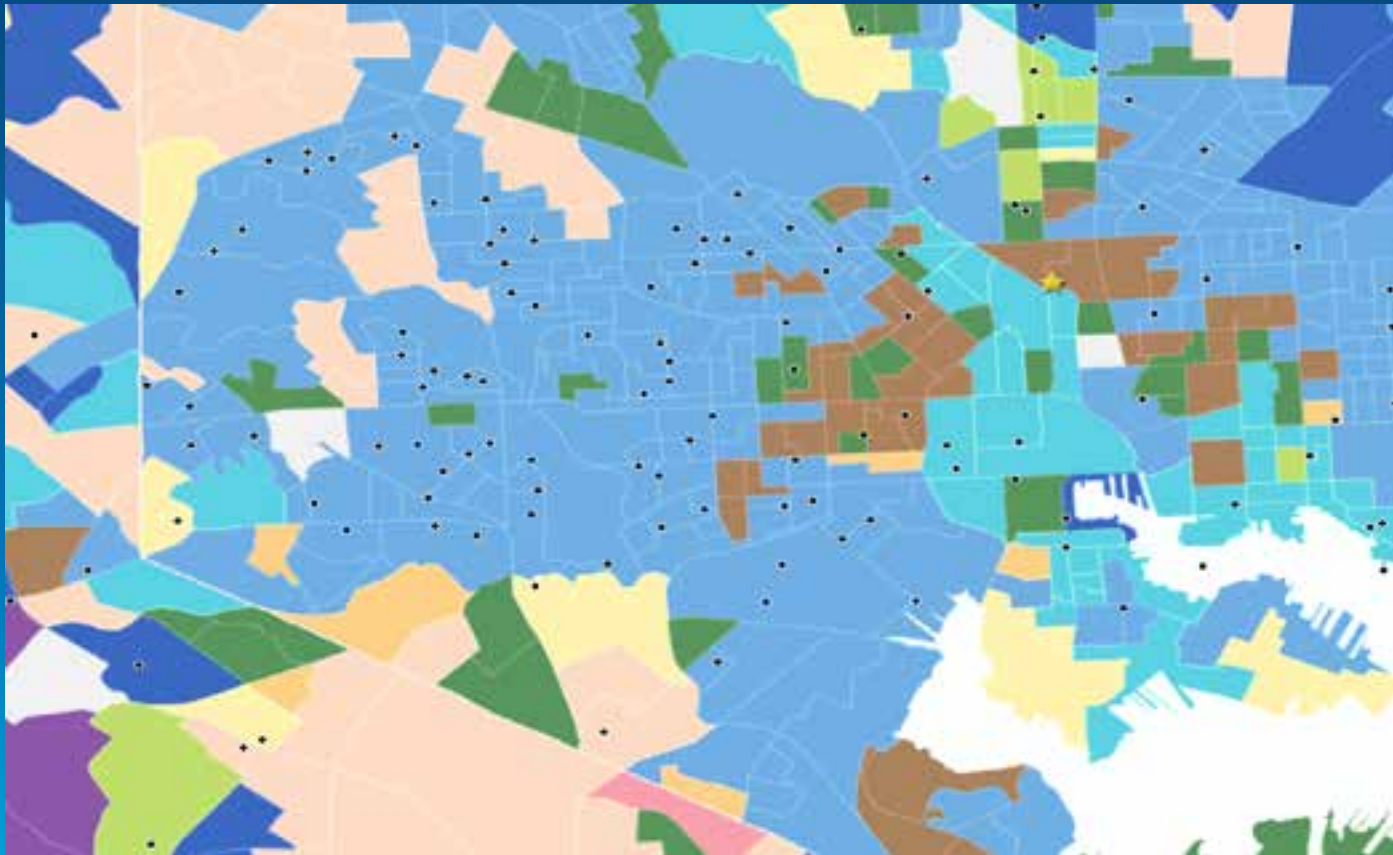


Category	Sales YOY	Share YOY	Inv YOY
Technology	+0%	+5%	-10%
Consumables	+5%	+3%	-5%
Grocery	+1%	+1%	0%
Apparel	+1%	+1%	0%
Total	+2%	+3%	-2%

- Technology sales are flat due to a reduced average retail price, however, share has increased 5% and inventory levels have decreased significantly.*
- Increases in consumables drove an overall increase in sales and increased traffic improving performance in Grocery and Apparel.*

Customer Landscape

Based on our loyalty data three months later, we are now capturing a broad range of customer segments within the landscape



In summary....

- **Location Analytics helps you understand:**
 - **WHO** your customer and competition is
 - **WHAT** products are most relevant to them, and
 - **WHERE** they are coming from
- **With location analytics, we can help you :**
 - target key customer segments
 - drive sales, traffic and market share
 - effectively localize and allocate your product mix