# **Questions for the 84.51 Mentors**

**Questions for the 84.51° Mentors**

**Hannah:**

1. **Shelving Spaces Pricing**
   * How are the shelving spaces currently priced (e.g., when was the last price increase)?
   * How does Kroger determine the placement of products on shelves?
2. **Coupon Customization Strategy**
   * What is the current strategy Kroger uses for customizing coupons?

**Bharath:**

1. **Desired Product Mix**
   * What is the desired product mix between Kroger Brand (KB) and National Brand (NB)?
2. **Vendor Product Offerings**
   * Vendors may offer to produce a product at a lower cost and higher margin rate than a national brand. If Kroger agrees, how does the retailer define this new product’s value proposition and overall positioning?
3. **Kroger’s Aspirations for Current Private Label Brands (PLB)**
   * What are Kroger's aspirations for their current private label brands?
   * In which key areas should Kroger set aspirations and associated targets (e.g., brand awareness, customer perceptions, penetration, quality, value, profitability, and private labels as a driver of store loyalty)?