

TO : All Branches
FROM : Marketing Department
RE : Prohibition of Displaying Duplicate Items
DATE : April 29, 2023

Dear Team Operation,

Good Day!

As a retailer, it is important for us to consider the merchandise offering and the overall visual display of our products that will catch the attention of the buyers. Customers generally expect to see a variety of products in a retail store and displaying duplicate items may give the impression of limited selection affecting customer satisfaction.

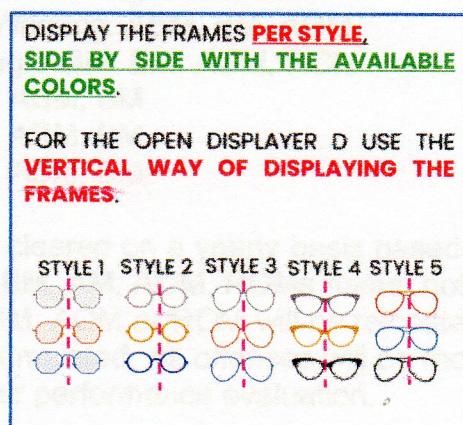
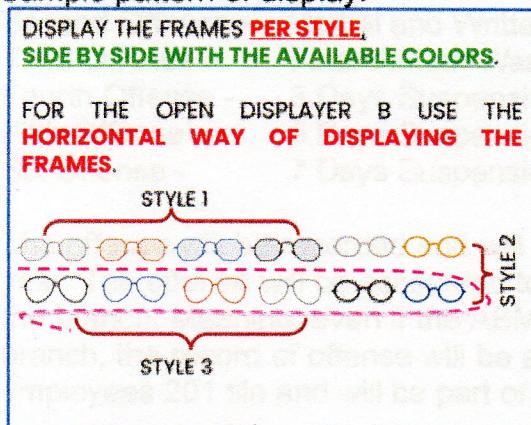
And as we strive to provide the best shopping experience for our customers, it is crucial to AVOID displaying duplicate items in our store.

To achieve this, we are enforcing strict guidelines and procedures that prevent any duplication of items in display. **Display in Duplication is NOT Allowed.**

1. Displaying multiple identical items (more than one piece) in the same area is **not allowed**. Duplicating items in displays can create a cluttered and disorganized appearance, which may negatively impact the overall shopping experience for our customer.

- This is applicable to all brands including glasses CEG, all branded items, reading glasses and sunglasses.
- Always keep it a habit to replenish once a frame is sold
- Please follow this rule in displaying the frames under CEG packages
 - ** Same style, same material, showing all the colors available
 - ** Open Displayers are not allowed to be empty
- If stocks on a certain price point is out of stock, replace with the next CEG price point available.

Sample pattern of display:



If there is a mixed material frame, follow the same way of displaying and place it on the last column of the open display.

Each branch is allowed to keep a buffer stock of up to 2pcs only of each model for a faster replenishment (the stock is to keep within the branch storage).



Display of Branded Frames – This is to remind everyone that storing of branded eyewear is not allowed. All deliveries must be displayed without duplication.

In case of excess stocks or insufficient display space, kindly notify your Immediate Head.

Resolutions:

- a) Transfer Excess Stock to a Faster-Selling Branch
- b) Transfer to a Branch with Larger Display Space

2. Aim to create visually appealing displays that showcase a diverse range of product. Avoid displaying multiple copies of the same item and instead, mix and match different products, colors and styles to create an interesting and engaging display.

If your branch is overstocked, and no available display can accommodate all incoming frames/Sgs, branch must inform the warehouse dept. so that if there is an auto allocation this will be noted and considered.

If certain item/s are not moving for a long time, consider transferring to another store, maybe the style doesn't work in a certain location. Do not wait for the items to age. Ask your Operation's Head for any assistance.

3. Regularly update and rotate merchandise in display to keep them fresh and appealing to customers.

Please take note of the Collection Releases emailed by Marketing Department on a regular basis. As EO's exclusives, this project aims to generate buzz and create hype and trends informing the general public that EO has always something new to offer.

Again, we urge each and every one of you to be diligent in avoiding the display of duplicate items. By doing so, we can provide an exceptional shopping experience for our customers and main. With the assistance of our Visual Merchandising Team, it is the branch responsibility to maintain the over-all display of stocks within the store.

Any branch caught with a display in duplication will be penalized.

First Offense –	Reminder and Verbal Warning: ABM, BM
Second Offense –	Verbal and Written Warning: ABM, BM, AOM
Third Offense –	Final Written Warning: ABM, BM, AOM, ROM
Fourth Offense -	3 Days Suspension: ABM, BM
Fifth Offense -	5 Days Suspension: ABM, BM
Six Offense -	7 Days Suspension: ABM, BM

The offense will be recorded and will be cleared on a yearly basis based on calendar year. The offense will be accounted to ABM, AM, AOM, ROMs name, not considering the branch. Meaning, even if the ABM, BM, AOM or ROM will be relocated to another branch, the record of offense will be accumulated. All offenses will be recorded to the employees 201 file and will be part of their performance evaluation.





eo-executive optical

To prepare with the zero-duplication project, we have outlined an agreement between Team Operation, Team Warehouse with the MIS, Audit, and Marketing Team.

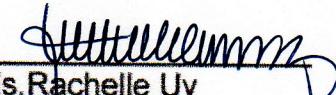
- Starting May, the clearing of old and excess stocks will be addressed through the ongoing Anniversary Sale
- MIS c/o Ms. Pia to activate and share the Stock Inquiry/Inquire by Price Range to Warehouse and Operation teams
- Warehouse to send an automatic allocation to Team Operation. The allocation of stocks will only include NEW Stocks - meaning new eyewear collection and totally new set of SKUS; Warehouse to allocate only 1 pc per SKU, strictly NO duplication
- Succeeding orders will be coursing-thru SIR. OP to order via SIR, indicating the total quantity to order. Please note that the maximum allowable quantity to order per SKU is only up to 5pcs and subject for AOMs approval.
- Audit to validate the store compliance during their store visits. Any violation will be subject to corresponding penalties.
- Marketing Dept. through its Merchandising Team to fully assist and guide Team Operation on how can we properly present our brand and our merchandise to our consumer.

For any other clarification, please do not hesitate to contact us.

Thank you.


Luz Cielo Ibong
Marketing Group Manager

Noted By:


Ms. Rachelle Uy
EVP Corp. & Operation