

# Payment Criteria BSO Loyalty – Neighborhood Channel

## NHS- GRADE A



Retailers to grow Nestlé products (excluding Nutrition) 10% over Q2 2023 in value and get any of the incentives below:

**Tier 1:** 1M & above to get 4% incentive

**Tier 2:** 800k - 999k to get 3% incentive

Meet **Picture of Success\***  
To get **N4,000**

## NHS- GRADE B



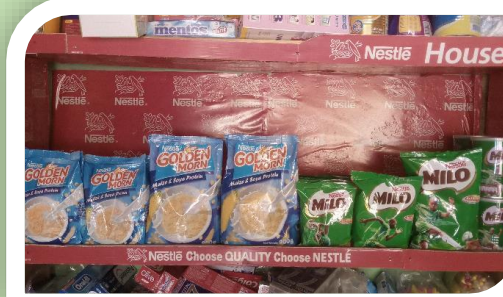
Retailers to grow Nestlé products (excluding Nutrition) 10% over Q2 2023 in value and get any of the incentives below:

**Tier 1:** 600k - 799k to get 3% incentive

**Tier 2:** 400k - 599k to get 2.5% incentive

Meet **Picture of Success\***  
To get **N2,500**

## NHS-GRADE C



Retailers to grow Nestlé products (excluding Nutrition) 10% over Q2 2023 in value and get any of the incentives below:

**Tier 1:** 200k - 399k to get 2.5% incentive

**Tier 2:** 100k - 199k to get 2% incentive

Meet **Picture of Success\***  
To get **N2,000**

## LOYALTY RECRUITMENT STRATEGY

**NO BSO,  
NO LOYALTY !**

**Grade A:** 100% of BSO Retailers  
**Grade B:** 100% of BSO Retailers  
**Grade C:** 46% of BSO Retailers

Northern Branches: Aug – Dec 2023

Southern Branches: sept – Dec 2023

Payment is capped at 120% per retailer

*Ismael Balaraman*

.....  
National visibility manager

*Mojisola Adetola*

.....  
SALES controller

*Khaled Ramadan*

.....  
Commercial manager

\*BSO Standard checks through Optimetriks are: 1. Number of SKUs. 2. Required POPE  $\geq 2$ .

# Payment Criteria BSO Loyalty – Open Market Channel

## GGG



Retailers to grow Nestlé products (excluding Nutrition) 10% over Q2 2023 in value and get any of the incentives below:

**Tier 1:** 1M & above to get 4% incentive

**Tier 2:** 800k - 999k to get 3% incentive

Meet **Picture of Success\***  
To get **N3,000**

## GGTT



Retailers to grow Nestlé products (excluding Nutrition) 10% over Q2 2023 in value and get any of the incentives below:

**Tier 1:** 600k - 799k to get 3% incentive

**Tier 2:** 400k - 599k to get 2.5% incentive

Meet **Picture of Success\***  
To get **N2,500**

## LOYALTY RECRUITMENT STRATEGY

**NO BSO,  
NO LOYALTY !**

**GGG: 24% of BSO Retailers**  
**GGTT: 20% of BSO Retailers**

Northern Branches: Aug - Dec 2023

Southern Branches: sept - Dec 2023

~~Payment is capped at 120% per retailer~~

*Ismail Bolanusa*

.....  
National visibility manager

*Mojisola Adetola*

.....  
SALES controller

*Khaled Ramadan*

.....  
Commercial manager

BSO Standard checks through Optimetriks are: 1.Number of SKUs 2.Required POPE >=2

# Additional Reward for BSO Loyalty Retailers



## Criteria to participate:

Each BSO Retailer to qualify for participation MUST be on the BSO Loyalty program, meet target and ensue that the picture of success is achieved in their respective outlet grade.

## Criteria to earn additional Reward:

### GRADE A, B & GGS

Achieve visibility and maintain the display for GOLDEN MORN, MILO & NESCAFÉ single serve.  
Display these SKUs constantly in every BSO Loyalty burst (3 months) on corporate and brand hangers

Display minimum of:

- 2 rolls of NESCAFÉ 3 in 1 Original
- 3 rolls of MILO 20g
- 1 roll of MILO 3in1
- 2 rolls of GOLDEN MORN 45g

### GRADE C & GGTT:

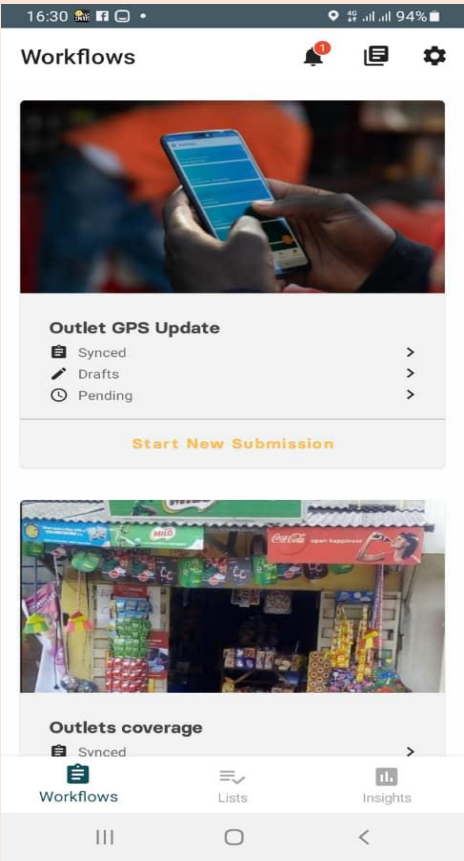
Achieve visibility and maintain the display for GOLDEN MORN, MILO & NESCAFÉ single serve.  
To be displayed constantly in every BSO Loyalty burst (3 months) on corporate and brand hangers

Display minimum of:

- 1 rolls of NESCAFÉ 3 in 1 Original
- 2 rolls of MILO 20g
- 1 roll of MILO 3in1
- 1 rolls of GOLDEN MORN 45g

## Monitoring

- Monitoring will be done using 3<sup>rd</sup> party Agency
- SSF to take pictures of participating retailer's display on the corporate and brand hanger for the period and upload on FieldPro on weekly basis.
- Agency to score participating retailers
- Agency to also take pictures in addition to scoring retailers



*Ismail Bolanusa*

NVM

*Mojisola Adetola*

SALES

controller

*Khaled Ramadan*

Commercial  
manager

# Reward

**Grade A, B & GGSS**



**Blender**



**Rechargeable Lamp**

**Grade C & GGTT**

# Proposed plan to reward top BSO Loyalty Retailer



Reward the top 20 BSO Loyalty Retailers across the 32 Regions who consistently deliver growth for 3 months with a generator

Nbr of Region	Nbr of Retailers	Total	Gift Items
32	20	640	Generator Set

**NB:** The gift item to be delivered to the distributor warehouse. RSM/BM to present to deserving BSO Loyalty Retailers

## Qualifying Metrics for Top 20 Retailers per Region

1. Deliver BSO Loyalty target for each month in the quarter
2. Deliver monthly increased sales in the quarter:  $m3 > m2$  and  $m2 > m1$
3. If points 1 & 2 above are achieved, then the top 20 with the highest

*Ismail Balaraman*

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National visibility manager

*Mojisola Adetola*

.....  
SALES controller

*Khaled Ramadan*

.....  
Commercial manager




# Payment Criteria BSO Only – Neighborhood Channel

Northern Branches: Aug - Dec 2023

Southern Branches: Aug - Dec 2023

**NHS-GRADE C (A or B not part of Loyalty)**



**Meet Picture of Success\***  
**To get N4,000**

*Ismail Belaruna*  
.....  
National visibility manager

*Mojisola Adetola*  
.....  
SALES controller

*Khaled Ramadan*  
.....  
Commercial manager

\*BSO Standard checks through Optimetriks are: 1. Number of SKUs. 2. Required POPE >=2.

# Payment Criteria BSO Only – Open Market Channel

**GGG**



Meet **Picture of Success\***  
To get **N2,000**

**GGTT**



Meet **Picture of Success\***  
To get **N2,000**

**OSC**



Meet **Picture of Success\***  
To get **N2,500**

Northern Branches: Aug -  
Dec 2023

Southern Branches: Aug -  
Dec 2023

*Ismael Bolanusa*

.....  
National visibility manager

*Mojisola Adetola*

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SALES controller

*Khaled Ramadan*

.....  
Commercial manager

BSO Standard checks through Optimetriks are: 1.Number of SKUs 2.Required POPE >=2

# Landmark Stores – Neighborhood Channel (350 Retailers)

## NHS- GRADE A, B OR C



Retailers to grow Nestlé products (excluding Nutrition) 10% over Q2 2023 in value and get any of the incentives below:

**Tier 1:** 1M & above to get **6% incentive**

**Tier 2:** 800k - 999k to get **5% incentive**

Meet **Picture of Success\***  
To get **N4,000**

## Pre-qualifier for Landmark Stores

- Display must be front of store
- Minimum of 50% of display area must be always used for NESTLÉ products
- 50 OUTLETS PER BRANCH
- Frequently visited

Northern Branches: Aug – Dec 2023

Southern Branches: sept – Dec 2023

Payment is capped at **120%** per retailer

*Ismail Bolanusa*

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National visibility manager

*Mojisola Adetola*

.....  
SALES controller

*Haleed Ramadan*

.....  
Commercial manager

\*BSO Standard checks through Optimetriks are: 1. Number of SKUs. 2. Required POPE  $\geq 2$ .