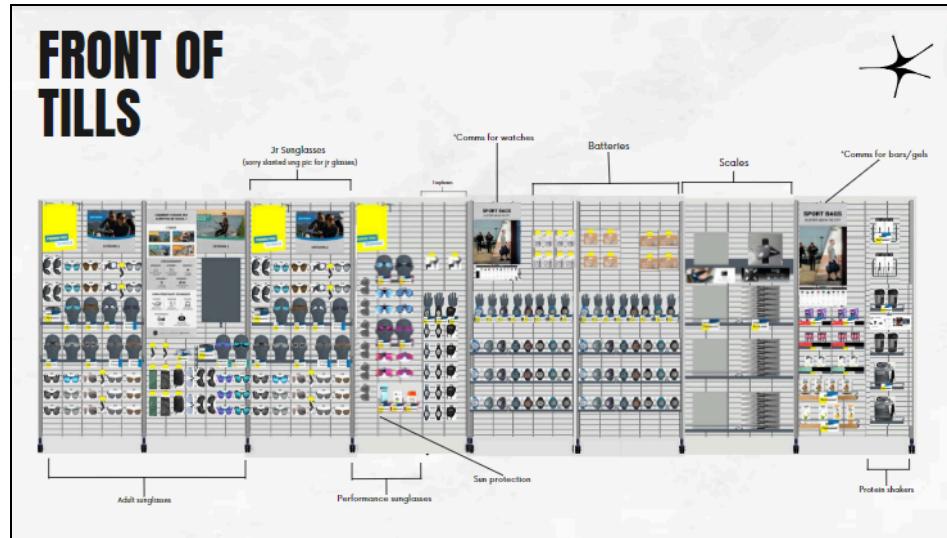
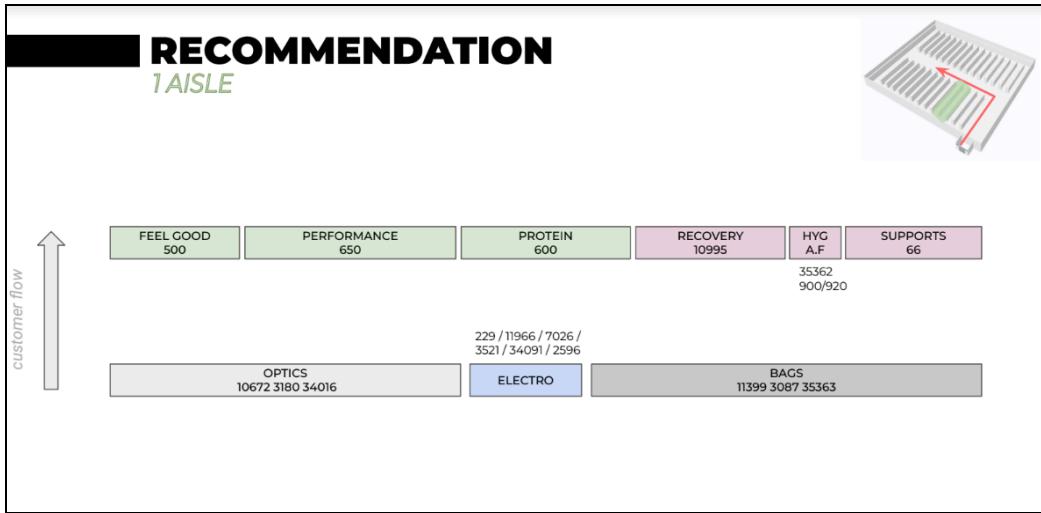


HEALTH & DISCOVERY DEBRIEF

PLANNED LAYOUT IDEA



- Primarily, I was given the chance to provide the layout for the Health & Discovery and the initial place was supposed to be by the Nose Till and by the Mountain area. A maximum of 8 LMs were designated for the Sports Accessories and Nutrition Care.
- The smaller items were situated in front of the tills as it should be quick grab-and-go items. While the bigger items were the ones that require testing/longer decisions from the users.



- That being so, it was discussed that this would be the proposed implantation logic of the Health & Discovery aisle by Hub Asia.

BEFORE/DURING LAYOUT MOVEMENT

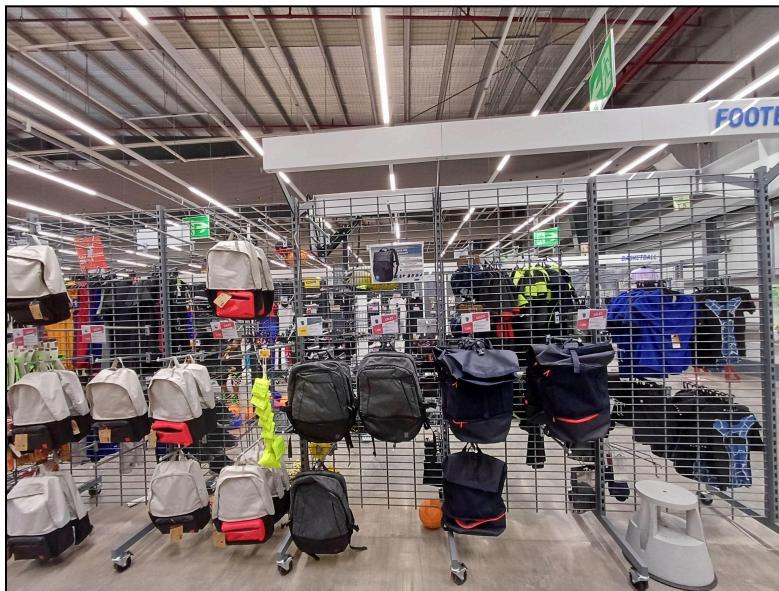


Photo taken Jan 4, 2024

- This was the start of the layout movement which was originally by the Team Sports area. As you can see there were a lot of empty grids considering that the majority of the new range items have not arrived yet. With that being said, there was no capacity to put the other sports accessories and nutrition care items. Hence, deciding to place the smaller items by the nose tills to create more space.

Here is the result of weeks 8 - 9.

Weeks 8 - 9 Turnover

	TO	TO Progression (vs. W6-7)	Share Contribution	Share Contribution Progression (vs. W6-7)
My Sport	162 840 ₣	-29.99 %	1.75 % TO MY STORE	-13%
My Store	9 259 540 ₣	-17.39 %	13 % TO CITY	-3%
Comparable	1 509 409 ₣	-17.39 %	2.11 % TO CITY	-4%
Gap (My Sport vs Comparable)	-12.59 pts	-		

TOP 10 MODELS IN TERMS OF TO AND QUANTITY

ITEM NAME	TO	Share Contribution	TO Progression (vs. W6-7)
SPORT BAG ESSENTIAL 20L BLUE RED	11 136 ₣	6.84 %	-45.09 %
BODY WARMER X10	8 270 ₣	5.08 %	-39.33 %
JOG MESSENGER BAG BLACK	7 920 ₣	4.86 %	300 %
BACKPACK INTENSIVE 25L PURPLE IRIDESCENT	7 450 ₣	4.58%	366.67 %
HAND WARMER X10	7 160 ₣	4.4 %	-52.78 %
ATW100 BLACK	6 860 ₣	4.21 %	366.67 %
SPORT BAG ESSENTIAL 35L RED	5 850 ₣	3.59 %	12.50 %
MASSAGE KIT 500 V2 BLACK	5 670 ₣	3.48 %	200 %
MH 500 ELECTRONIC .	5 530 ₣	3.4%	-36.22 %

TRAINING BAG 50L BLACK	4 780 ₽	2.94 %	-
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ITEM NAME	QUANTITY	Share Contribution	TO Progression (vs. W6-7)
HAND WARMER X10	33	10.41%	-58.75 %
SPORT BAG ESSENTIAL 20L BLUE RED	27	8.52 %	-48.08 %
BODY WARMER X10	23	7.26 %	-51.06 %
ATW100 BLACK	14	4.42 %	366.67 %
FITNESS BAG POCKET BLACK	11	3.47 %	175 %
MH100 BLACK C3	11	3.47 %	37.50 %
PRIMARY CELLS LR03/AAA X4	11	3.47 %	-15.38 %
PRIMARY CELLS LR03/AAA X12	9	2.84 %	28.57 %
SPORT BAG ESSENTIAL 35L RED	9	2.84 %	12.50 %
CEREAL BAR CHOCOLATE 23G X 4	9	2.84 %	-

AFTER LAYOUT MOVEMENT

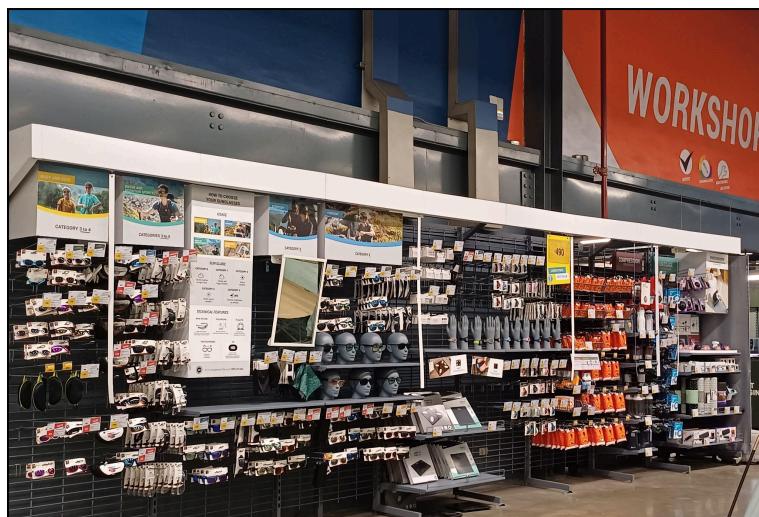
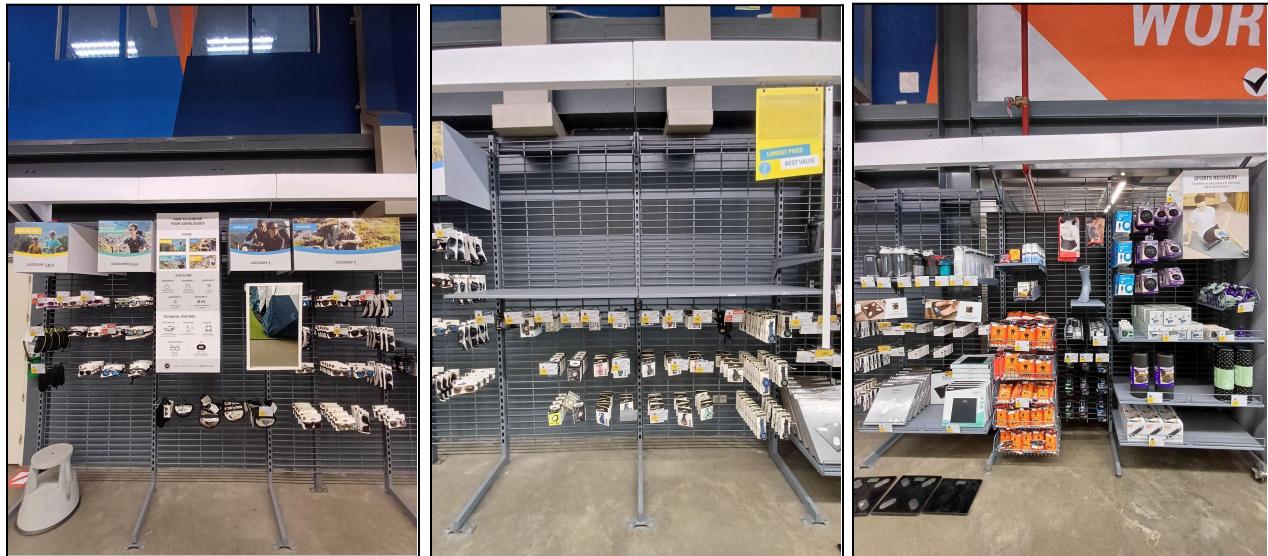




Photo Taken Mar 16, 2024

- After finalizing the decision with the leaders on where to put the Health & Discovery, this is the updated result of the layout. Although it did not follow the majority of the DAO, especially the watches as it was meant for the half grid only, we've decided to adjust and expand the arrangement to fill up the grid. Goes the same with the optics in view of the fact that a lot of the items are EOL and only a few new range items came. Overall, it is still following the implantation logic of the families, resulting in a more pleasing appearance along with the communications added.

LOCAL DECISION



- This was how the layout looked by following the DAO. A local decision was made due to having a lot of empty grids which can be seen right away.

Instead of having double implants of the items, decided to triple implant them and expand them as much as possible.

- For the kids optics, rather than trying to fill up the whole LM with only a few items, we've decided to put 2.5 grids vertically, followed by the performance optics and adults by spreading them per model and adding displays.
- For the watches, we've settled on putting the electronics all together such as the weighing scales and batteries. It wouldn't be necessary to have the weighing scales from top to bottom as it would be risky for users to reach considering as well the weight of it.
- Lastly, for the nutrition care items, we've separated the recovery/first aid accessories and joint supports from the hot/cold protections, giving each 1 LM.

Here is the data for reference to see the improvement of the Health & Discovery after the layout movement.

Weeks 10 - 11 Turnover

	TO	TO Progression (vs. W8-9)	Share Contribution	Share Contribution Progression (vs. W8-9)
My Sport	236 950 ₦	45.51 %	2.30 % TO MY STORE	31%
My Store	10 256 570 ₦	10.77 %	12.4 % TO CITY	-5%
Comparable	1 752 842 ₦	16.13 %	2.10 % TO CITY	0%
Gap (My Sport vs Comparable)	34.74 pts			

TOP 10 MODELS IN TERMS OF TO AND QUANTITY

ITEM NAME	TO	Share Contribution	TO Progression (vs. W8-9)
FITNESS BAG POCKET BLACK	12 780 ₦	5.39 %	300.63 %
BACKPACK AUTHENTIC 25L BEIGE BLACK RED	9 520 ₦	4.02 %	700 %

SPORT BAG ESSENTIAL 35L BLUE	9 100 ₽	3.84 %	85.71 %
JOG MESSENGER BAG BLACK	8 060 ₽	3.4 %	1.77 %
BACKPACK INTENSIVE 25L PURPLE IRIDESCENT	7 450 ₽	3.14 %	0 %
HAND WARMER X10	6 000 ₽	2.53 %	-16.20 %
BAG 55L ESSENTIAL BLACK	5 810 ₽	2.45 %	45.83 %
SCALE 500	5 670 ₽	2.39 %	50 %
BACKPACK INTENSIVE 35L BLUE ORANGE	5 670 ₽	2.39 %	50 %
FBAS 15 L BACKPACK BLACK	4 980 ₽	2.1 %	500%

ITEM NAME	QUANTITY	Share Contribution	TO Progression (vs. W8-9)
FITNESS BAG POCKET BLACK	48	10.13 %	336.36 %
HAND WARMER X10	24	5.06 %	-27.27 %
SHOES BAG ESSENTIAL BLACK ORANGE	20	4.22 %	1 900 %
HAND RECOVERY MASSAGE PURPLE	19	4.01%	171.43 %
FIBAGLIGHT SHOE BAG FLY	16	3.38 %	433.33 %
SPORT BAG ESSENTIAL 35L BLUE	14	2.975%	100 %
BODY WARMER X10	12	2.64 %	-47.83 %
MH100 BLACK C3	11	2.53 %	0 %
PRIMARY CELLS LR03/AAA X4	10	2.11 %	-9.09 %
KINESIOLOGY TAPE BLACK	10	2.11 %	233.33 %

WINS

- Was able to fix the layout as soon as the final decision was made which was by the wall near the entrance
- All of the smaller items can now be seen

LOSSES

- Took almost a month to make a decision on where to put the items of the health & discovery
- A lot of empty grids
- No space to put other items which took long for a quick and efficient movement
- Still have not received the new range offer of supports

ACTION PLANS

- Cross market the smaller items such as the shoe bags, foldable bags and recovery/first aid accessories.
- Always make sure to check the availability of the stocks
- Maintain the cleanliness since it is seen by the center aisle and the customer flow.
- Prepare for the Back to School campaign
- Provide communications and better security for the optics and watches, caused by the theft that happened on March 15, regarding the CCTV and asking for assistance if the user would like to buy the item.
 - The higher priced models of the optic and watches will be put inside a black box fixture, while having the package left out on display to let them know it is available in store.
 - Below is the updated layout for the watches that includes the communications and black box fixture.

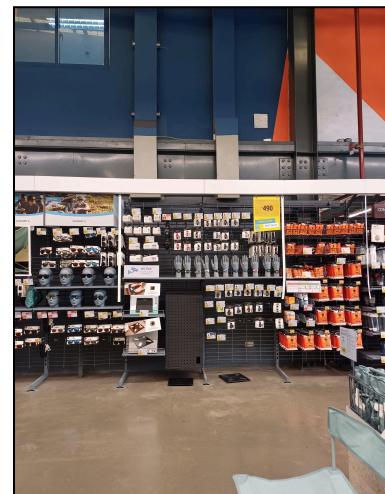
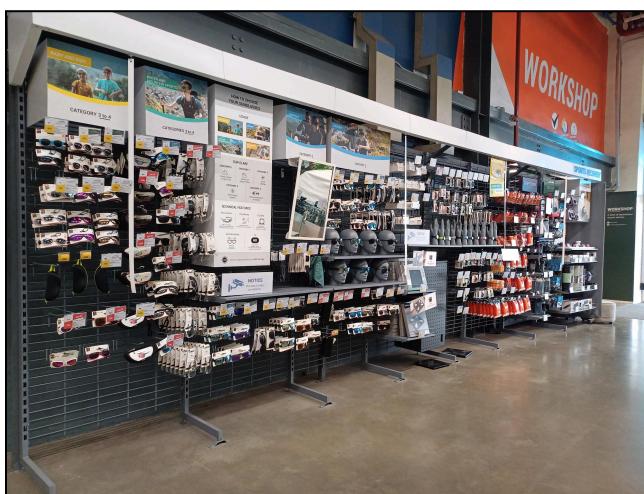


Photo Taken March 21, 2024

SUMMARY

- Comparing Week 10-11 to Weeks 8-9, we can see that there was an improvement of the sport when it was moved and finalized to the wall near the entrance garnering a positive TO progression of 45.51% and a share contribution progression of 31%
- In terms of the models TO and quantities, there was a decline in sales for the hand and body warmers as we are focusing on the summer campaign.
- In the long run, this is a good spot for the sports accessories and nutrition care, creating a bigger space for users to test it and be seen right away.