

Perfect Store

Perfect Store Introduction: A PERFECT STORE is store where the RIGHT ASSORTMENT is consistently AVAILABLE and VISIBLE at the key areas in a manner that MAXIMISES CONVERSIONS using the RIGHT TOOLS and COMMUNICATION

These are the 4 KPIs that are considered in perfect store classification

1. MCL (must carry list) compliance
2. POG compliance
3. Chiller compliance
4. Secondary placement

National level scores of each KPI

MCL compliance – 90%

POG compliance – 93%

Chiller compliance – 92%

Secondary placement – 94%

Overall Perfect Store score – 84%

MCL list of XSG stores

Anchor 75g

Raththi 75

Anchor 200g

Raththi 200g

Anchor 400g

Raththi 400g

Raththi 3 in 1 25g

Anc ND Van 80g

Ratthi YOG 80g

ND DY VAN 180ML

ND FLV VAN 180ML

PP FLV VAN 170ML

ND FLV CHO 180ML

PP FLV CHO 170ML

MCL list of SG stores

Anchor 75g

Raththi 75

Anchor 200g

Raththi 200g

Anchor 400g

Raththi 400g

Raththi 3 in 1 25 g

Anc ND Van 80g

Ratthi YOG 80g

ND DY VAN 180ML

ND DY SBRY 180ML

ND DY MAN 180ML

ND DY MXBHY 180ML

ND FLV VAN 180ML

PP FLV VAN 170ML

ND FLV CHO 180ML

PP FLV CHO 170ML

ND FLV SBRY 180ML

MCL list of MG stores

Anchor 75g
Raththi 75
Anchor 200g
Raththi 200g
Anchor 400g
Raththi 400g
Raththi 3 in 1 25g
Red Cow 400g
ANC PediaPro 1-3 350g
Anc PediaPro 3-5 350g
ANC pediaPro Cereal 1-3 350g
Anlene 400g
Anchor Non-Fat 400g
Anc ND Van 80g
Ratthi YOG 80g
ND DY VAN 180ML
ND DY SBRY 180ML
ND DY MAN 180ML
ND DY MXBHY 180ML
ND FLV VAN 180ML
PP FLV VAN 170ML
ND FLV CHO 180ML
PP FLV CHO 170ML
ND FLV SBRY 180ML

MCL list of LG stores

Anchor 75g
Raththi 75
Anchor 200g
Raththi 200g
Anchor 400g
Raththi 400g
Anchor 1Kg
Raththi 1kg
Raththi 3 in 1 25g
Raththi 3 in 1 200g
Raththi 3 in 1 400g
Red Cow 400g
ANC PediaPro 1-3 350g
Anc PediaPro 3-5 350g
Anc PediaPro Cereal 1-3 350g
Anlene 400g
Anchor Non-Fat 400g
Anc ND Van 80g
Ratthi YOG 80g
ND DY VAN 180ML
ND DY SBRY 180ML
ND DY MAN 180ML
ND DY MXBHY 180ML
ND FLV VAN 180ML
PP FLV VAN 170ML
ND FLV CHO 180ML
PP FLV CHO 170ML
ND FLV SBRY 180ML
Butter Salted 100g

MCL list of WS stores

Anchor 75g
Raththi 75
Anchor 200g
Raththi 200g
Anchor 400g
Raththi 400g
Anchor 1Kg
Raththi 1kg
Raththi 3 in 1 25g
Raththi 3 in 1 200g
Raththi 3 in 1 400g
Red Cow 400g
Anc PediaPro 1-3 350g
Anc PediaPro 3-5 350g
Anc PediaPro Cereal 1-3 350g
Anlene 400g
Anchor Non-Fat 400g
Anc ND Van 80g
Ratthi YOG 80g
ND DY VAN 180ML
ND DY SBRY 180ML
ND DY MAN 180ML
ND DY MXBHY 180ML
ND FLV VAN 180ML
PP FLV VAN 170ML
ND FLV CHO 180ML
PP FLV CHO 170ML

MCL list of SMMT stores

Anchor 75g
Raththi 75
Anchor 200g
Raththi 200g
Anchor 400g
Raththi 400g
Anchor 1Kg
Raththi 1kg
Hot Chocolate
Raththi 3 in 1 25g
Raththi 3 in 1 200g
Raththi 3 in 1 400g
Red Cow 400g
ANC PediaPro 1-3 350g
Anc PediaPro 3-5 350g
Anc PediaPro Cereal 1-3 350g
Anlene 400g
Anchor Non-Fat 400g
Anc ND Van 80g
Ratthi YOG 80g
Set Kiri 450g
ND DY VAN 180ML
ND DY SBRY 180ML
ND DY MAN 180ML

ND DY MXBHY 180ML
ND FLV VAN 180ML
PP FLV VAN 170ML
ND FLV CHO 180ML
PP FLV CHO 170ML
Butter Salted 227g
Butter Salted 100g

MCL list of PH stores

ANC Pediapro 1-3 350g
Anc Pediapro 3-5 350g
Anc Pediapro 1-3 200g
Anc Pediapro 3-5 200g
Anc PediaPro Cereal 1-3 350g
Anlene 400g
Anlene 200g
Anchor Non-Fat 400g
Anc ND Van 80g
Ratthi YOG 80g
ND DY VAN 180ML
ND DY SBRY 180ML
ND DY MAN 180ML
ND DY MXBHY 180ML

MCL list of HO stores

Anc ND Van 80g
Ratthi YOG 80g
ND DY VAN 180ML
ND DY SBRY 180ML
ND DY MAN 180ML
ND DY MXBHY 180ML
ND FLV VAN 180ML
PP FLV VAN 170ML
ND FLV CHO 180ML
PP FLV CHO 170ML
ND FLV SBRY 180ML