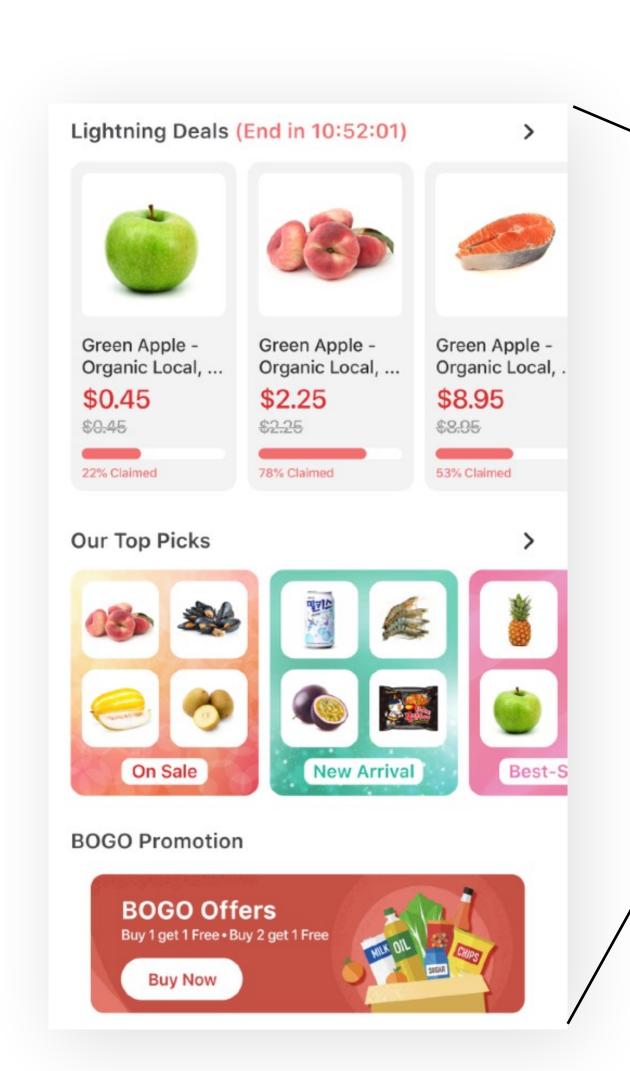
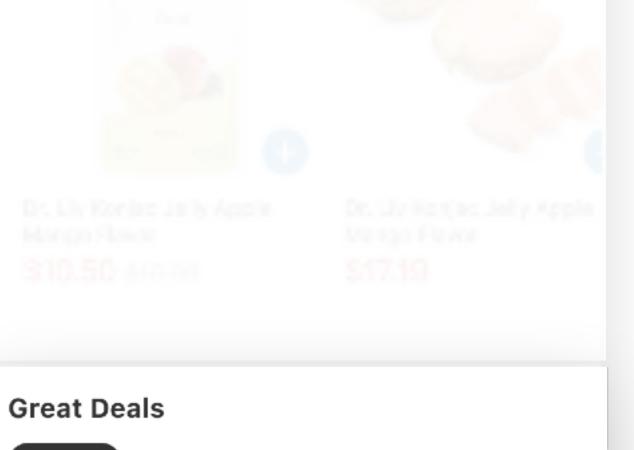
Solution 02

Restructuring categories

- Regrouping
- Renaming categories





Everyday Low Price Lightning Deals



Mini Yellow Watermelon \$3.99



Taiwan melon 2.8-3.2LB 1 each

\$3.99 \$5.99

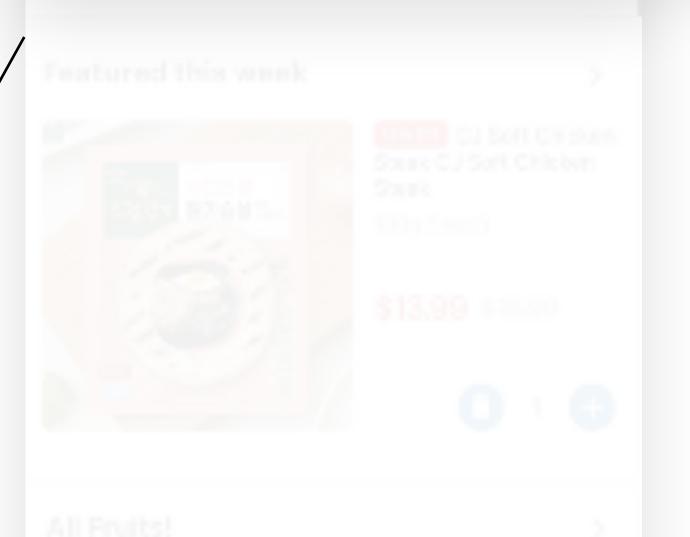


Mexican Maradol Papaya 1 coun \$3.99



Korean Melon 4-4.5lb

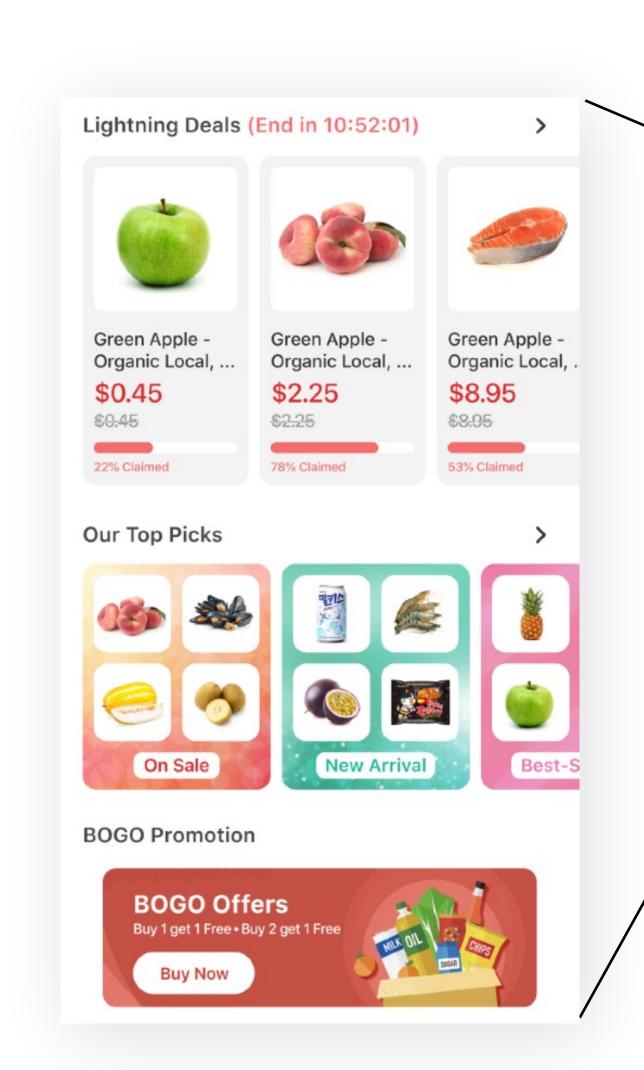
\$10.19 \$11.99

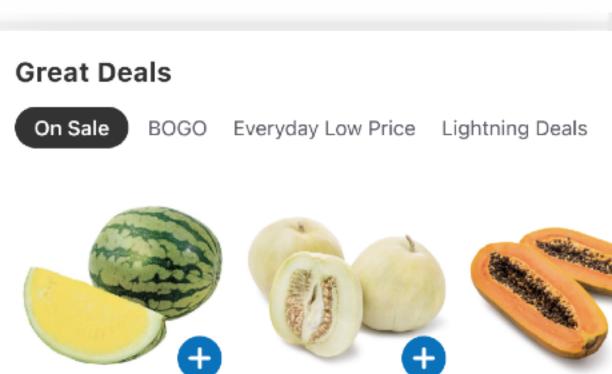


Solution 02

Restructuring categories

- Regrouping
- Renaming categories





Taiwan melon

\$3.99 \$5.99

2.8-3.2LB 1 each

Mexican Maradol Korean Melon Papaya 1 coun 4-4.5lb \$3.99 \$10.19 \$11.99

82%

Mini Yellow

\$3.99

Watermelon

preferred sub-filter