

SCENARIO ANALYSIS

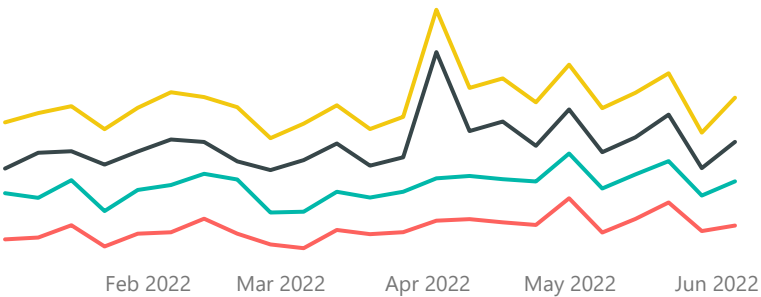
WHAT HAPPENS IF **Company 1** MOVES ON? **Company 2**? BOTH?

THIS REPORT REVIEWS YEAR TO DATE DATA CONCERNING WEEKLY SALES AS WELL AS CATEGORY ANALYSIS.



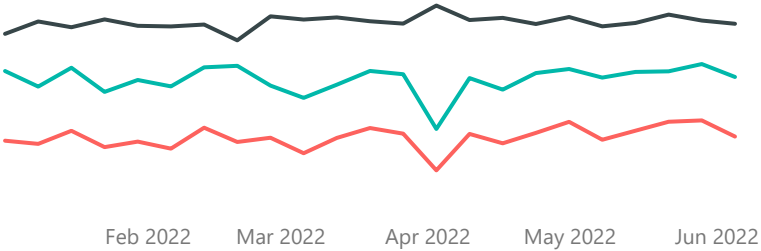
COMPARE SALES \$ FOR EACH SCENARIO

SALES RETAIL ALL NO NO NEITHER

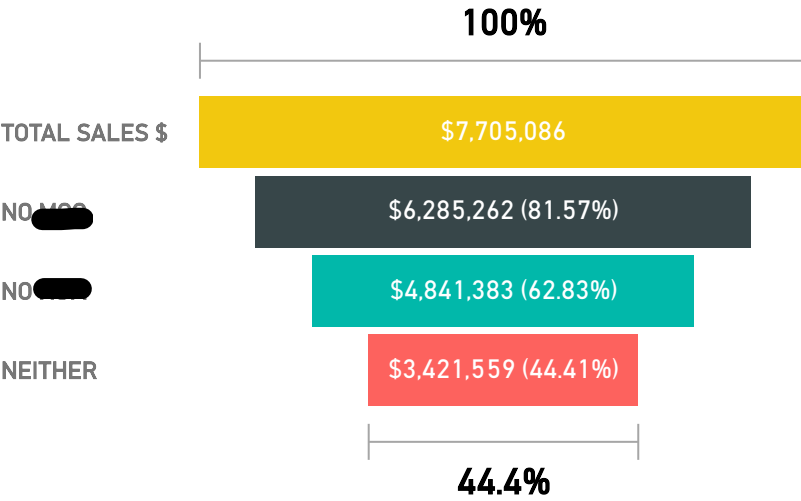


COMPARE % CHANGE FOR EACH SCENARIO SALES

NO NO NEITHER

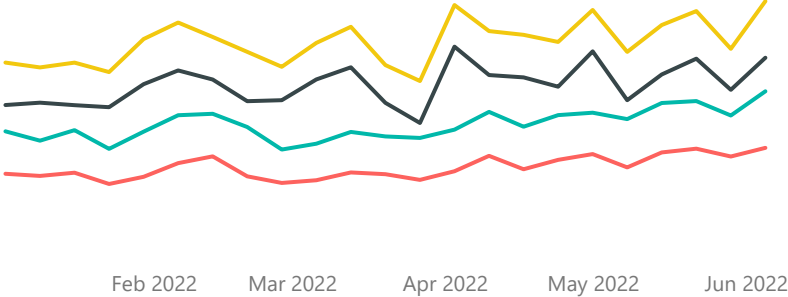


SALES DOLLAR SUMMARY



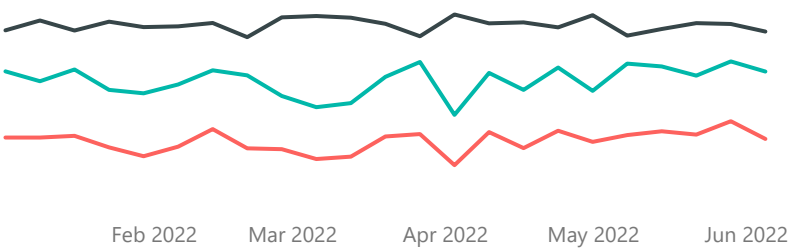
COMPARE MARGIN \$ FOR EACH SCENARIO

MARGIN RETAIL ALL NO NO NEITHER

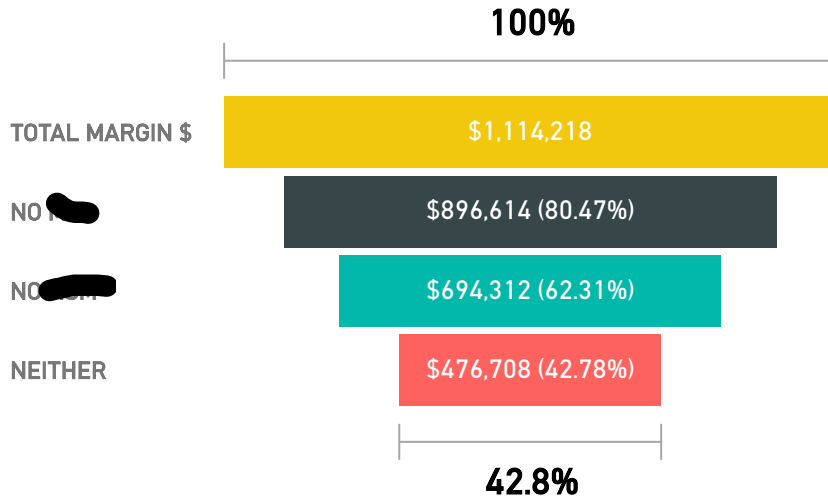


COMPARE % CHANGE FOR EACH SCENARIO MARGIN

NO NO NEITHER

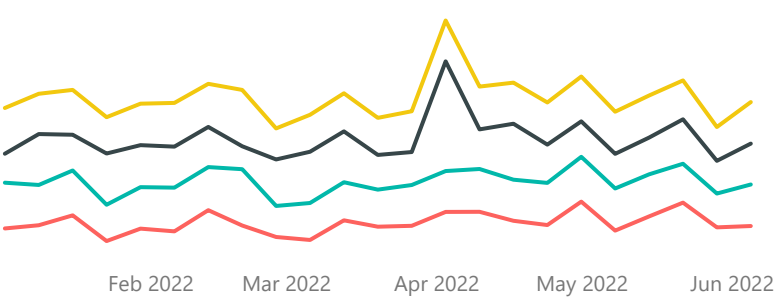


MARGIN DOLLAR SUMMARY



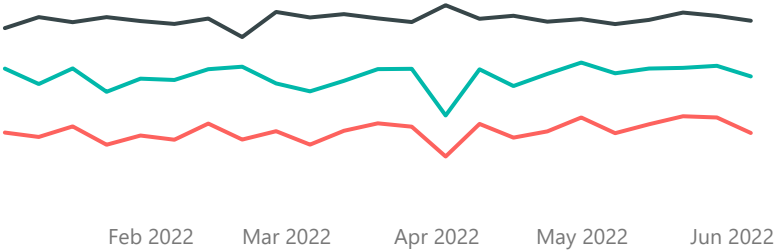
COMPARE POUNDS SOLD OR EACH SCENARIO

POUNDS RETAIL ALL NO NO NEITHER

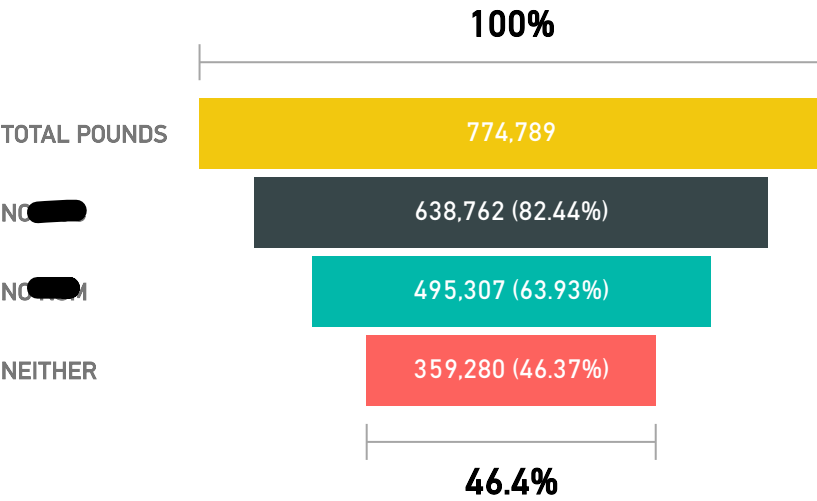


COMPARE % CHANGE FOR EACH SCENARIO LBS

NO NO NEITHER



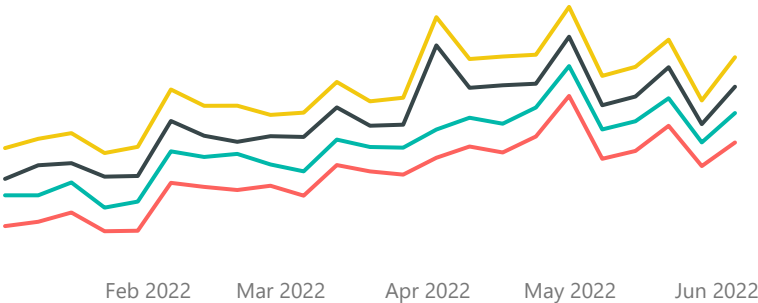
POUNDS SOLD SUMMARY





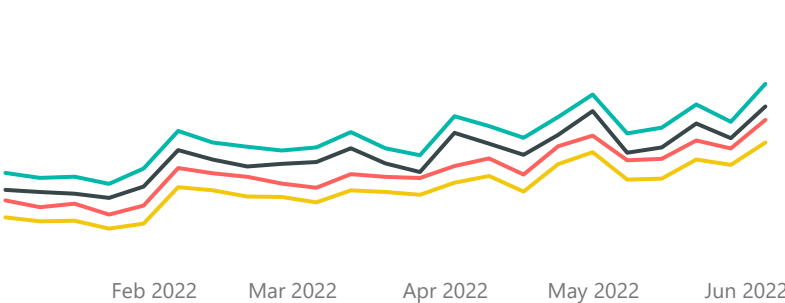
COMPARE SALES \$ FOR EACH SCENARIO

SALES ALL NO NO NEITHER



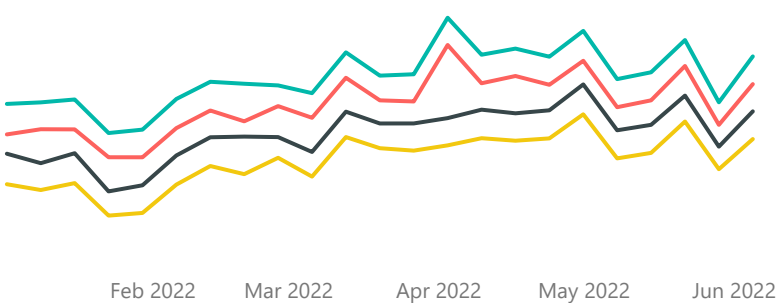
COMPARE MARGIN \$ FOR EACH SCENARIO

MARGIN ALL NO NO NEITHER



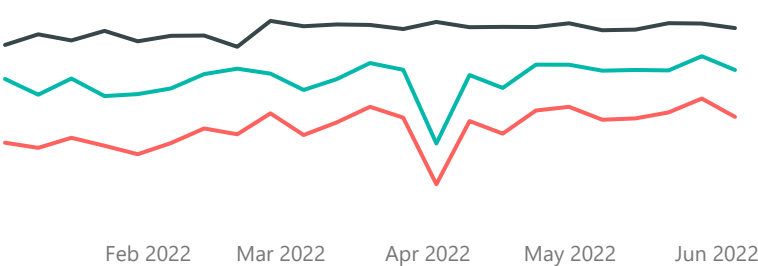
COMPARE POUNDS SOLD OR EACH SCENARIO

POUNDS ALL NO NO NEITHER



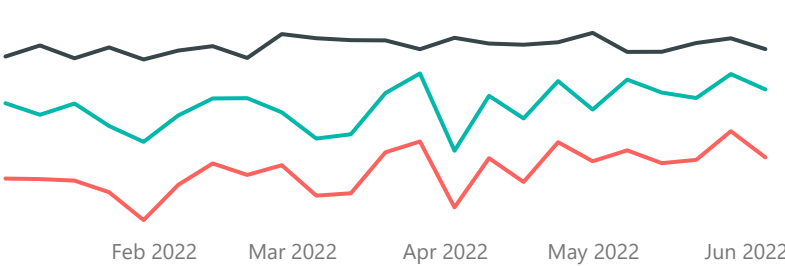
COMPARE % CHANGE FOR EACH SCENARIO SALES

NO NO NEITHER



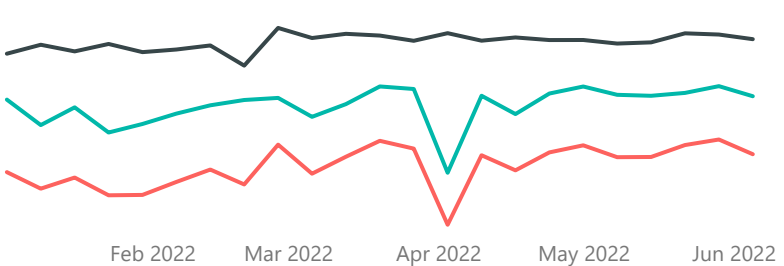
COMPARE % CHANGE FOR EACH SCENARIO MARGIN

NO NO NEITHER

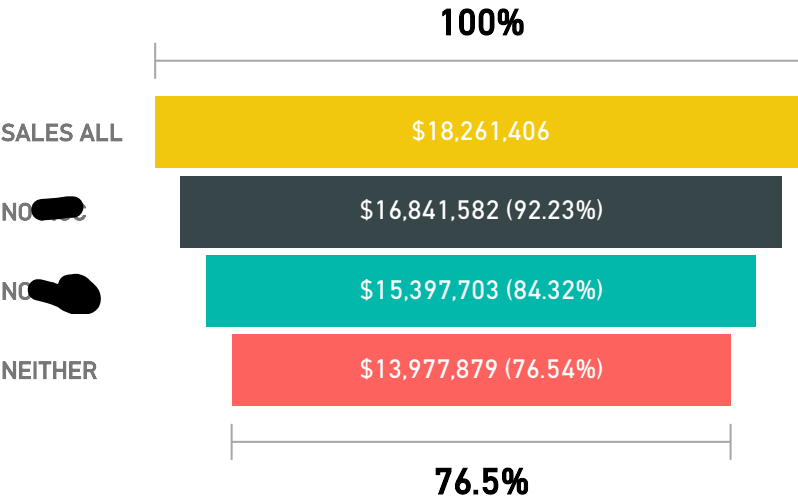


COMPARE % CHANGE FOR EACH SCENARIO LBS

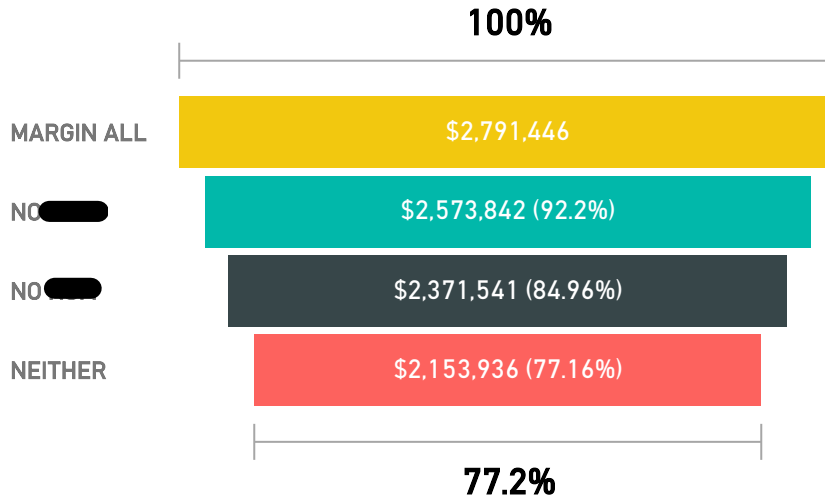
NO NO NEITHER



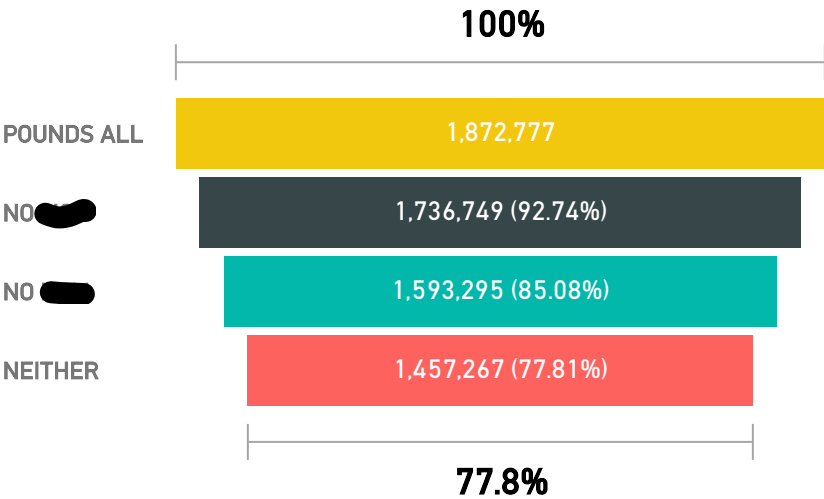
SALES DOLLAR SUMMARY



MARGIN DOLLAR SUMMARY



POUNDS SOLD SUMMARY



-15.68%

% FEWER SALES DOLLARS

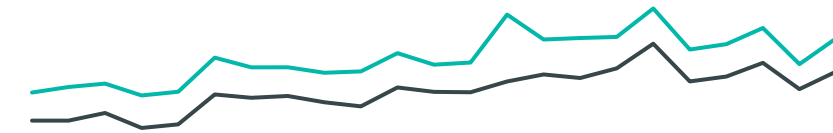
\$2,864K

FEWER SALES DOLLARS

SALES ALL SALES ALL NO



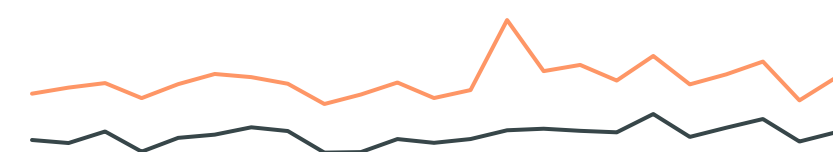
SALES ALL SALES ALL NO



SALES RETAIL ALL SALES RETAIL NO



SALES RETAIL ALL SALES RETAIL NO



-15.04%

% LESS MARGIN DOLLARS

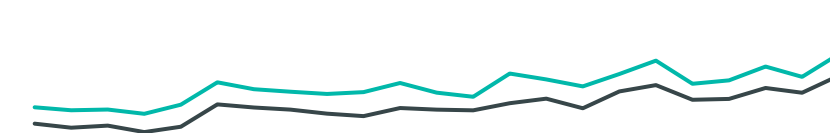
\$420K

FEWER MARGIN DOLLARS

MARGIN ALL MARGIN ALL NO



MARGIN ALL MARGIN ALL NO



MARGIN RETAIL ALL MARGIN RETAIL NO



MARGIN RETAIL ALL MARGIN RETAIL NO



-7.26%

% FEWER POUNDS SOLD

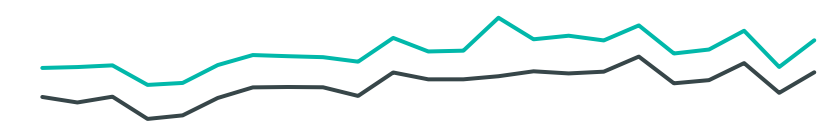
1,873K

POUNDS ALL

POUNDS ALL POUNDS ALL NO



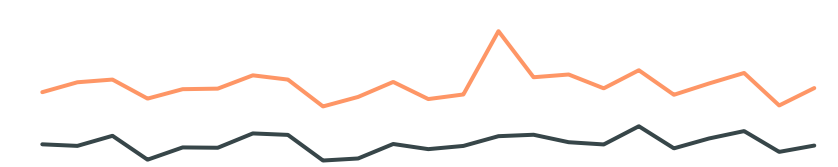
POUNDS ALL POUNDS ALL NO



POUNDS RETAIL ALL POUNDS RETAIL NO



POUNDS RETAIL ALL POUNDS RETAIL NO



-7.77%

% FEWER SALES DOLLARS

\$1M

FEWER SALES DOLLARS

SALES ALL SALES NO [REDACTED]



SALES ALL SALES ALL NO [REDACTED]



SALES RETAIL ALL SAELS RETAIL NO [REDACTED]



SALES RETAIL ALL SAELS RETAIL NO [REDACTED]



-7.80%

% FEWER MARGIN DOLLARS

\$218K

FEWER MARGIN DOLLARS

MARGIN ALL MARGIN NO [REDACTED]



MARGIN ALL MARGIN ALL NO [REDACTED]



MARGIN RETAIL ALL MARGIN RETAIL NO [REDACTED]



MARGIN RETAIL ALL MARGIN RETAIL NO [REDACTED]



-7.26%

% FEWER POUNDS SOLD

136K

FEWER POUNDS SOLD

POUNDS ALL NO [REDACTED]



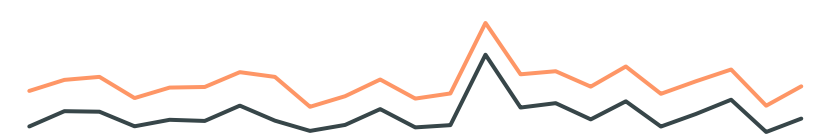
POUNDS ALL POUNDS NO [REDACTED]



POUNDS RETAIL ALL POUNDS RETAIL NO [REDACTED]



POUNDS RETAIL ALL POUNDS RETAIL NO [REDACTED]



-23.46%

% FEWER SALES DOLLARS

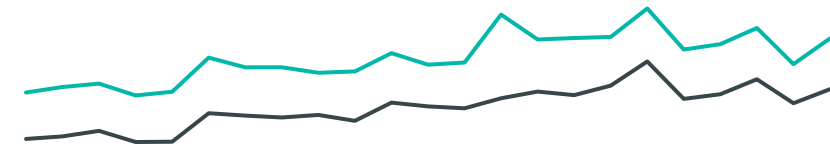
\$4,284K

FEWER SALES DOLLARS

SALES ALL SALES NEITHER



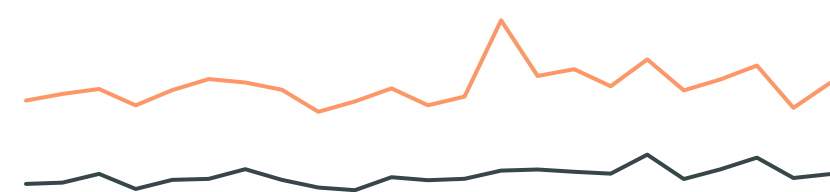
SALES ALL SALES NEITHER



SALES RETAIL ALL SALES RETAIL NO BOTH



SALES RETAIL ALL SALES RETAIL NO BOTH



-22.84%

% FEWER MARGIN DOLLARS

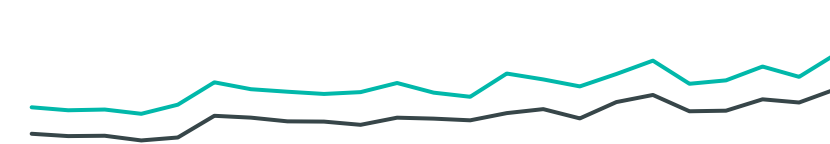
\$638K

FEWER MARGIN DOLLARS

MARGIN ALL MARGIN NEITHER



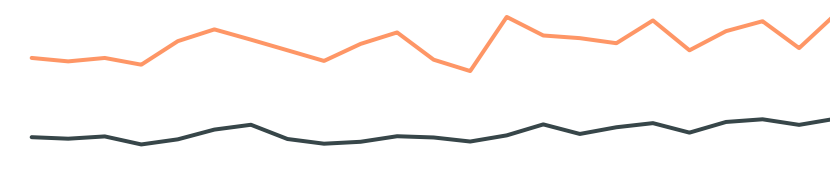
MARGIN ALL MARGIN NEITHER



MARGIN RETAIL ALL MARGIN RETAIL NO BOTH



MARGIN RETAIL ALL MARGIN RETAIL NO BOTH



-22.19%

% FEWER POUNDS SOLD

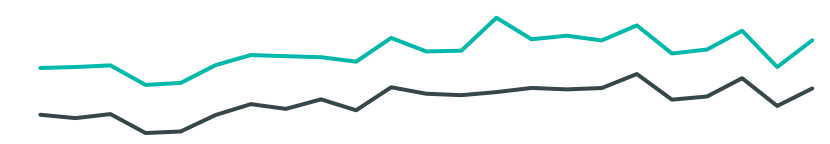
416K

FEWER POUNDS SOLD

LBS SOLD LBS SOLD WITHOUT



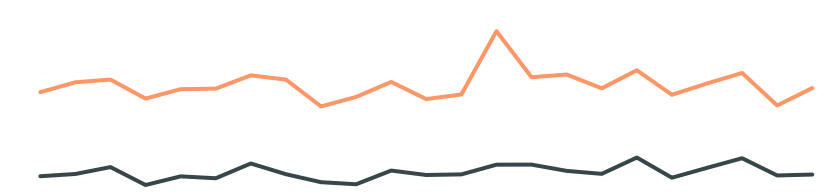
POUNDS ALL POUNDS SOLD NEITHER



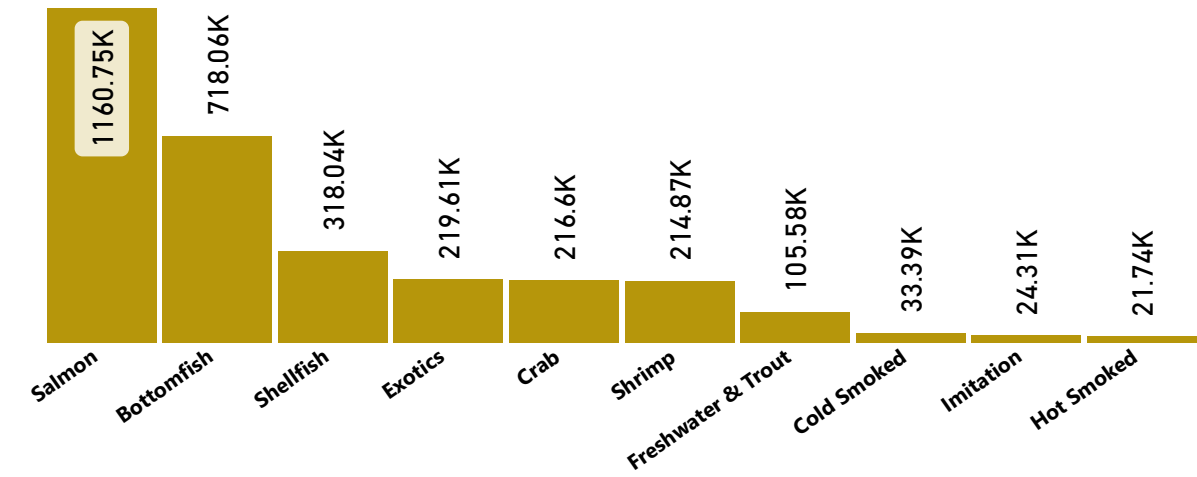
POUNDS RETAIL ALL POUNDS RETAIL NO BOTH



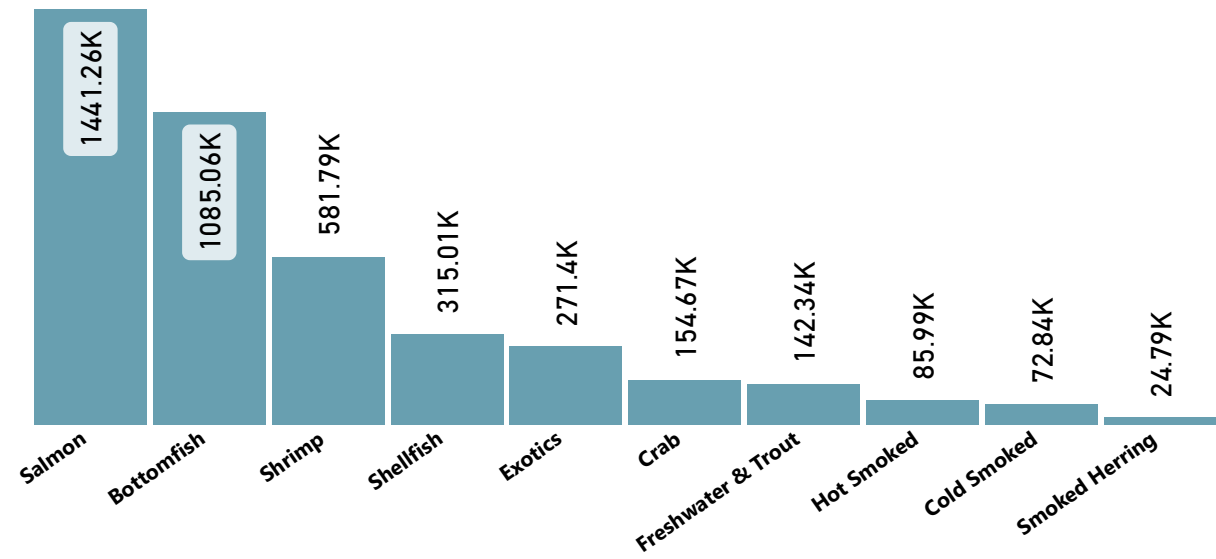
POUNDS RETAIL ALL POUNDS RETAIL NO BOTH



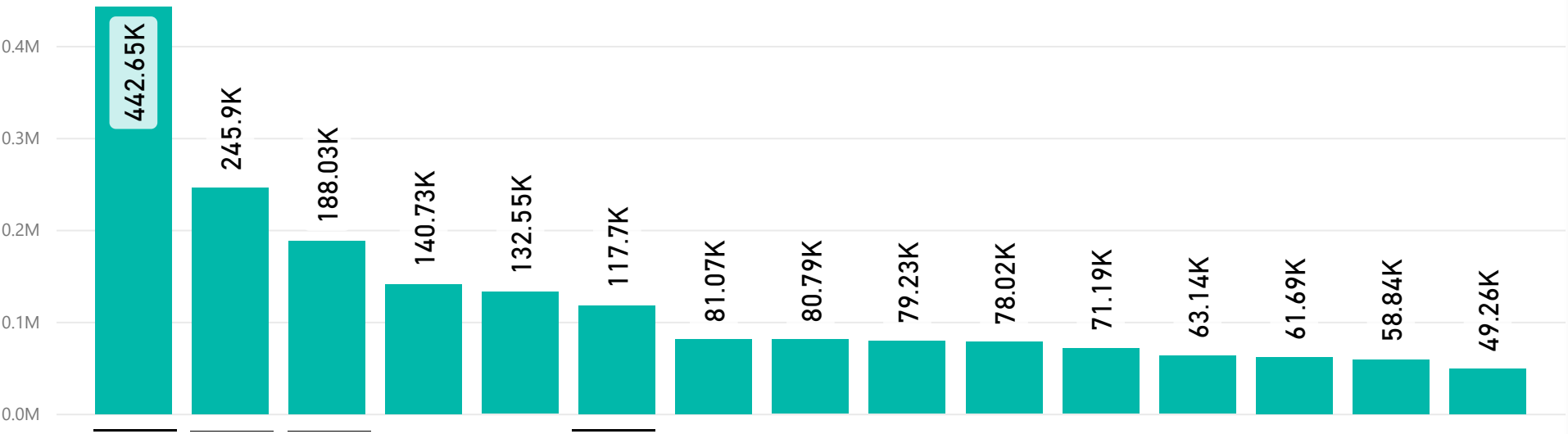
TOP 10 CATEGORIES BY MARGIN, OTHER RETAILERS (NO [REDACTED])



TOP 10 CATEGORIES BY MARGIN, [REDACTED] AND [REDACTED]



TOP 15 CUSTOMERS BY SALES



CustomerName

Search

☐ Select all

☐ As

☐ Bu

☐ Ca

☐ Fi

☐ Fo

☐ H

☐ H

☐ Ke

☐ N

☐ N

☐ Pa

☐ Ra

☐ Re

☐ Sh

☐ Un

Is

- . **Merchandising Services**- we have substantial retail merchandising training resources on site. [REDACTED] has their own merchandiser, but his primary focus and skillset will fall towards the meat department. Our knowledge base can still benefit them and our other retail customers.
- . **Retail Training**- [REDACTED] is focusing on reducing shrink in order to ease pricing pressure for their shoppers. Personal training time from our merchandising staff would be a quick and easy way to come alongside them and help address their concerns. These training sessions could be hosted like a monthly/quarterly meeting with them, or we can do in person or video conference to cover bite-sized shrink reduction ideas & best practices.
- . **Ice Bins**- These generate a good chunk of sales and interest at our customer's locations, we should have these booked all summer. We can even staff some events, preferably the ones with a large purchase minimum.
- . **Shrimp**- We should push the shrimp category at our other retailers and bring up prices where we can. This category is much more robust between [REDACTED] and [REDACTED]. The same could be said for other top categories, to push top items at [REDACTED] and [REDACTED] on other customers should help us reduce dependency on their business while growing our revenue.
- . **Customer Surveys**- We can send out a survey to our retail customers and try to identify their primary concerns. This would allow us to focus on the areas of service we can have the greatest impact per labor dollar.