

Differentiation in Operations

SKU	Shelf Life	Turnover	Key Strategy	Replenish-ment Frequency
Starbucks Chilled Drink	15–30 days	Medium	Impulse-based replenish-ment; avoid overstocking	Daily to 2x/ week
A2 Milk (Chilled)	7–12 days	Low–Med	Expiry-driven replenish-ment; strict shelf clearing rules	Daily (urban), weekly (rural)
Chilled Juices	10–21 days	High	Promotion-aware replenish-ment; seasonal sensitivity	Daily during summer
Cream Cheese (250g jar)	30–45 days	Low	Targeted replenish-ment; dependent on adjacents & repeat	Weekly or as-needed