

AVAILABILITY & AFFORDABILITY

VISIBILITY

Must Stock List (MSL)

Recommended Selling Price (RSP)

Size & Product Format		Brand	Heineken	Heineken 00	Tiger	CHEERS	CHEERS Selection
Bottle	320 ml.	Single P24	C		C		
	330 ml.	Single Light Single		C			
	600 ml.	Single P12					
	620 ml.	Single P2	C				
		P3					
		P12	C				
	320 ml.	Single P4	C				
		P6					
		P24					
	330 ml.	Single P6		C			
Can		P24					
		Single P4	C			C	C
		P2					
	490 ml.	P4					
		P6					
		P12					
	Xtra	Single				C	

Size & Product Format		Brand	Heineken	Heineken 00	Tiger	CHEERS	CHEERS Selection
Bottle	320 ml.	Single P24	42		35		
		Single Light Single		37			
	600 ml.	Single P12					
	620 ml.	Single P2	70				
		P3					
		P12	810				
	320 ml.	Single P4	42				
		P6					
		P24					
	330 ml.	Single P6		37			
Can		P24					
		Single P4	60			47	SW 52
		P2					
	490 ml.	P4					
		P6					
		P12					
	Xtra	Single				49	

Permanent Visibilities

Stack



Temporary Visibilities

On Shelf

Price Tag



Shelf Strip



Off Shelf

Stack Cut Case



Fundamentals



NO OUT OF STOCK



PERMANENT DISPLAY & LOCATION



NO AGING STOCK



CLEAN & FREE FROM DAMAGE PRODUCTS



RIGHT PRICE COMMUNICATION WITH PRICE TAG

C : Compulsory Dark Green : Shelf and Fridge

R : Recommendation Light Green : Shelf