

THE Pricing Scoop



UPCOMING EVENTS

4x Fuel Rewards Program

7/17 – 7/30

Tag ID: ECB8
ATB8
(no signs)



****Reminder:** Q3 Great Value runs through July, so watch for overlapping entries. Check with S.E.R.T team on which promo the item will participate in.

QUERY CORNER

Invalid Sensitivity

This query was put together to identify specific pieces of the sensitivity code that are not applicable based on the latest sensitivity code list. For instance, the 2nd digit of the sensitivity should only utilize Y or N, anything else is invalid. The query makes updates very manageable because it pulls at CRC level and only items that sell in the specified ROG.

[Invalid Sensitivity qry](#)

FORMULA CORNER

Have you ever wanted to see all cells in a worksheet that contain formulas or conditional formats?

Use “Go To” by hitting F5 then “Special...” then choosing either ‘Formulas’ or ‘Conditional Formats’ depending on which you want to see.

Many other options are available so try it out!

FUN FOOD FACT

Pretty Peachy

The US provides about 25% of the world's supply of peaches.

They are a member of the rose family, have a sweet fragrance when ripe and are a good source of Vitamin C.



Josh's Focus.

July marks the beginning of the annual planning cycle. While we cannot take away our focus to deliver results in the back half of 2013, we need to begin looking even further out. This is the time when we take a quick pause to discover trends and opportunities we want to take advantage of, but might require more meaningful changes in strategy to do so. You will be a valuable asset and partner for Consumer Demand if we stand ready to provide insight and action during the time when

they are able to actionize that information.

Good decisions are rooted in good analysis which is rooted in good data. The saying “garbage in... garbage out” comes to mind. You will all be asked to spend some time in the month of July cleansing our data to prepare for the onslaught of reporting that will be used to make decisions for the future. Item sensitivity, category role, class of trade, etc... will all be aggressively leveraged and need to be complete and correct

Don't underestimate the importance of these exercises as they come your way.

Lastly, the Employee Engagement Survey for 2013 will be fielded in July. I urge you to take the time to provide honest and confidential feedback. I think we all would agree that the last time this work was undertaken, the employees were heard and the organization took action. Let's continue to drive the future of the company into an even better place!

Training – Pricing 101.

It's finally here! Pricing 101 is a training course on the eLearning website. It gives you an overall picture of the pricing process from backstage to store level. It defines roles and key responsibilities of its members and their daily tasks that contribute to company goals. After completing this training, you will be able to: explain the role Pricing plays within Safeway, distinguish

between key pricing strategies, describe the RSI pricing data collection process, explain the promotional funding process used by Consumer Demand and identify key Pricing computer systems and explain their purpose. This training will help bridge the gap between Promo Pricing Specialists and Promo Specialists by explaining how

RTPP connects with SSIMS. It concludes by showing you how everything comes together to meet the needs of the customer. Please participate in the Pricing 101 Training by clicking the link below. Everyone in the department is required to complete the training.
<http://ldc.safeway.com/course/view.php?id=184>

