



Golden Penny Sachet Variants Auxiliary Sales Drive

Lagos and West

Objectives



Distribute & Penetrate – Gain new distribution and market penetration for the focus SKUs



Visibility/share of shelf – leverage opportunities for visibility with available merchandising materials.



Volume - Achieve the expected volume plan of focus SKUs across the scope.



Focus Brands



Activity Summary

The Activity was executed in 22 territories across Lagos and west regions.

- BA Outlet call was executed according to the aligned route plan. Each team member actively engaged with retailers to drive SKU penetration, establish strong visibility, and display opportunities for the brand and its SKUs.

Total Rolls sold

- Golden Bite: 1395
- Choc Oh: 12047
- Oil: 3571
- Amaizing Day: 10708
- Yum Bowl: 1146

Total Stores sold to

- 3708

Total ND

- 2077



Summary Report

GP SACHET VARIANT DISTRIBUTION DRIVE	QTY SOLD (RETAIL)										Outlet penetration			
	REGION	Golden Bite	Choco	Oil	BFC	Yum bowl	ACH	Sale Target	Bal To Go	%ACh	Tgt	Actual	%Ach	Total ND
L1	0	701	0	2026	52	2769	2,170	-599	127 %	434	391	90%	191	
L2	196	1067	110	1054	245	2672	4,177	1,505	63%	835	451	54%	260	
L3	210	1770	349	1110	290	3729	651	175	73%	130	329	52%	91	
L4	400	1403	0	2025	277	4105	4,340	1,881	57%	868	739	56%	547	
W1	0	1803	89	1972	237	4101	4,557	2,571	44%	911	827	62%	527	
W2	0	2885	2250	766	45	5946	3,255	-306	109 %	651	603	87%	358	
W3	589	2418	773	1755	0	5535	2,387	-2,505	205 %	477	368	72%	103	
TOTAL	1395	12047	3571	10708	1146	24753	21,537	4,106	81%	4307.5	3708	61%	2077	



What worked

- Targeting neighbourhood stores is strategic to boosting visibility for the focus SKUs. By placing the products in neighbourhood stores, the brands will effectively capture consumer attention and build trust within the community.
- Outlet penetration: the combined drop size enables the innovation brands to leverage the heritage of both the parent name "Golden Penny" and other established brands, allowing for successful penetration into both old and newly discovered stores.



What did not work

- Stock Availability
 - Non-availability of the complete complement of the focus SKUs in some of the assigned DBs. Hence Bas either has to pick up stock from 2 sources or drive penetration for the only SKU available.
 - The trade Team steps in to help arrange product drop-off in aligned drop points.
- Data Collection
 - The task of collecting customer details has proven challenging, as many customers are reluctant to provide their contact information without a strong incentive or product sample.
 - BAs are tasked to call the numbers issued by the retailers before leaving the store.



Recommendation

- Offering incentives and samples of Yum Bowl is necessary to promote customer trial, drive more sales, and mitigate the negative impact of high prices

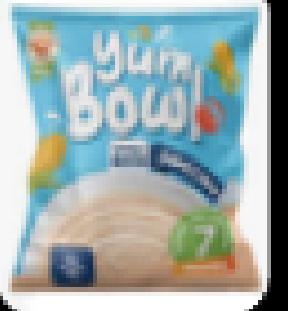
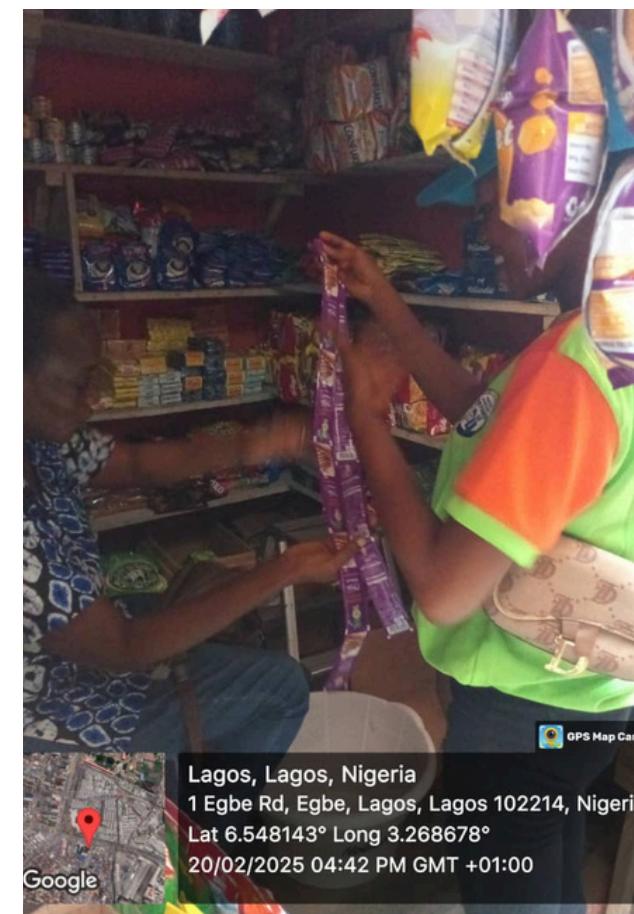
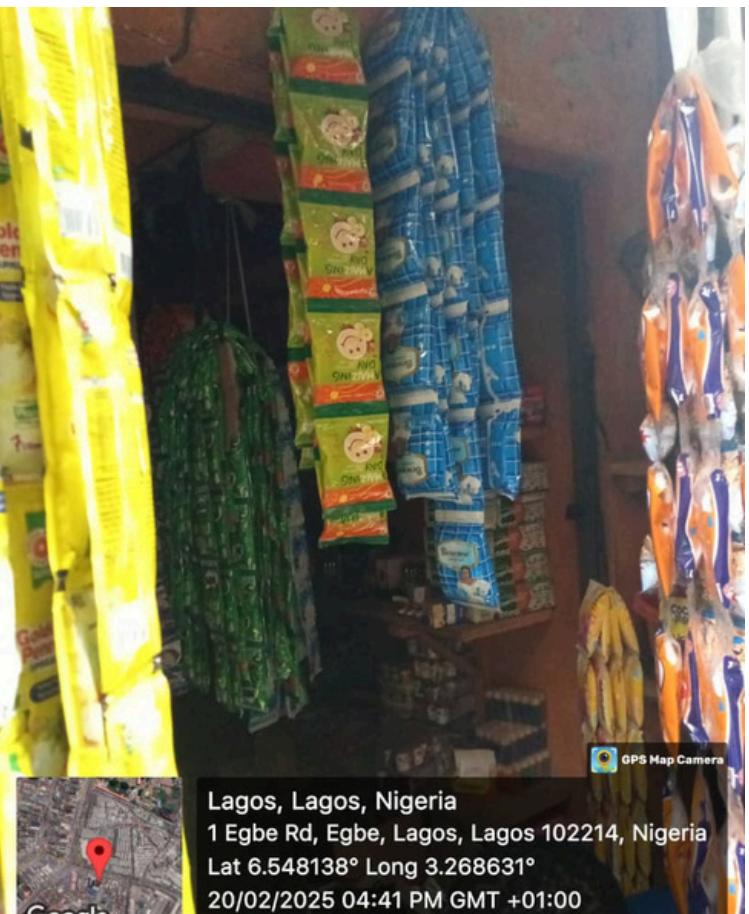
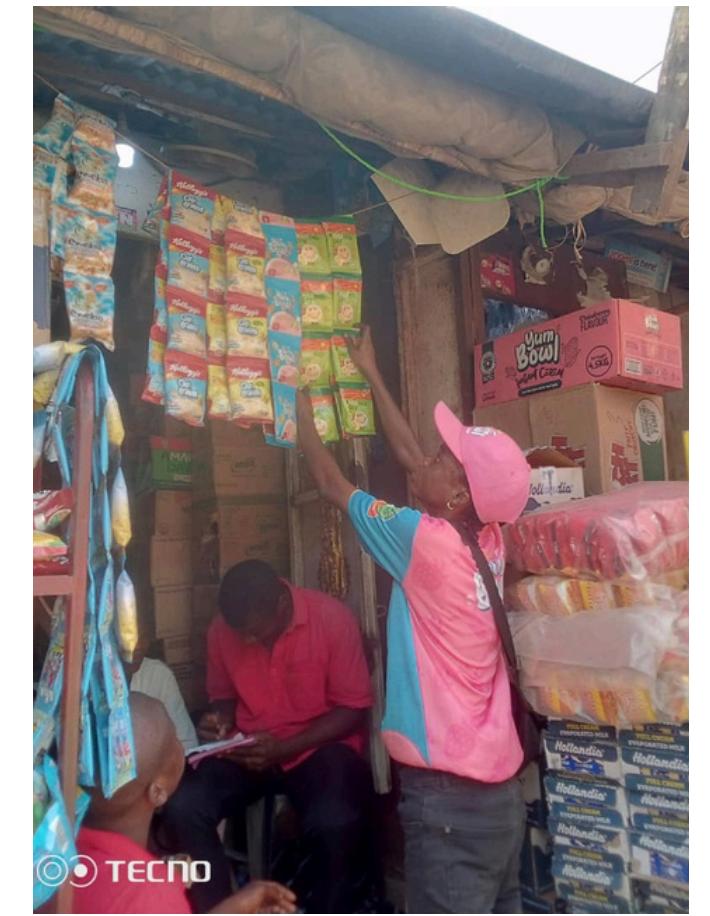


Trade Feedback

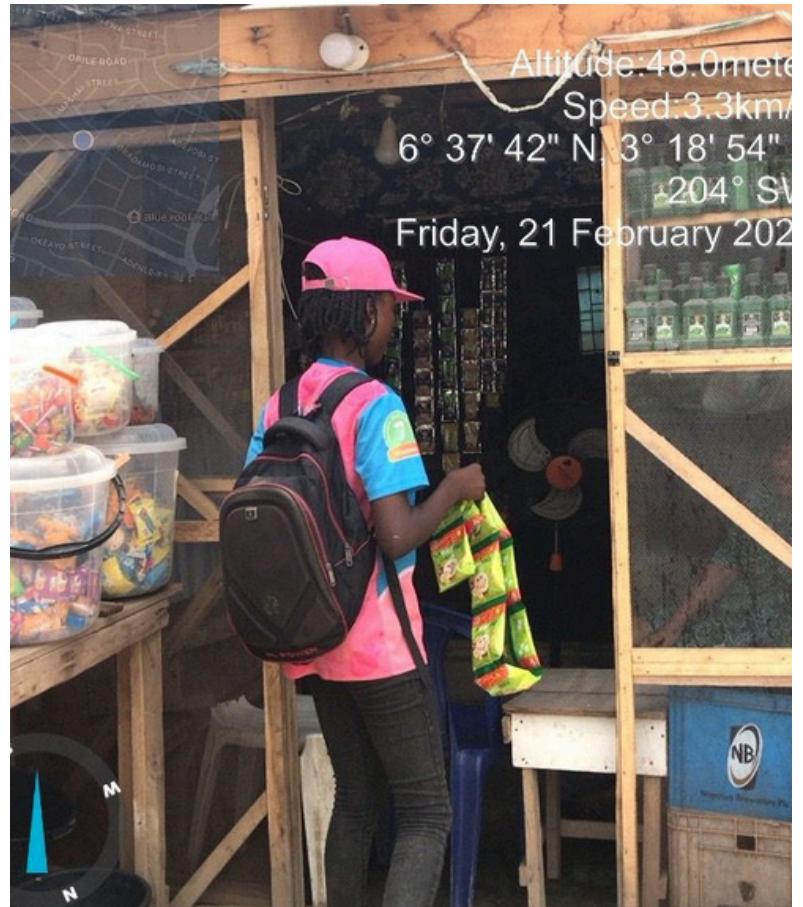
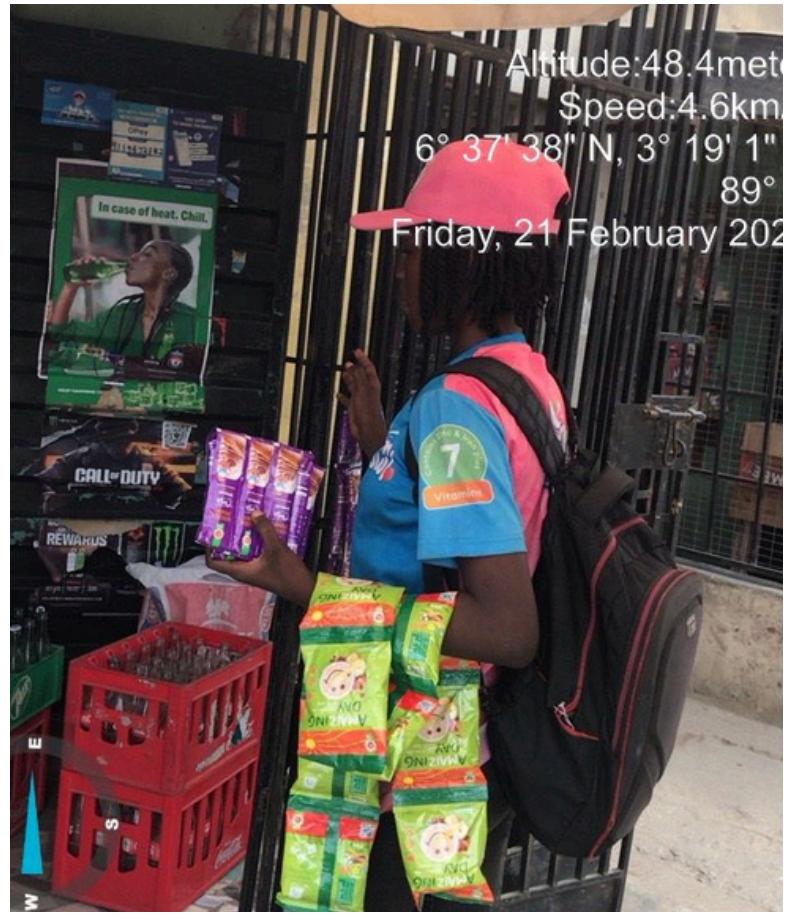
- Complaints of price hike on Amazing and Yum Bowl and needs for samples of Yum Bowl.



LAGOS 1

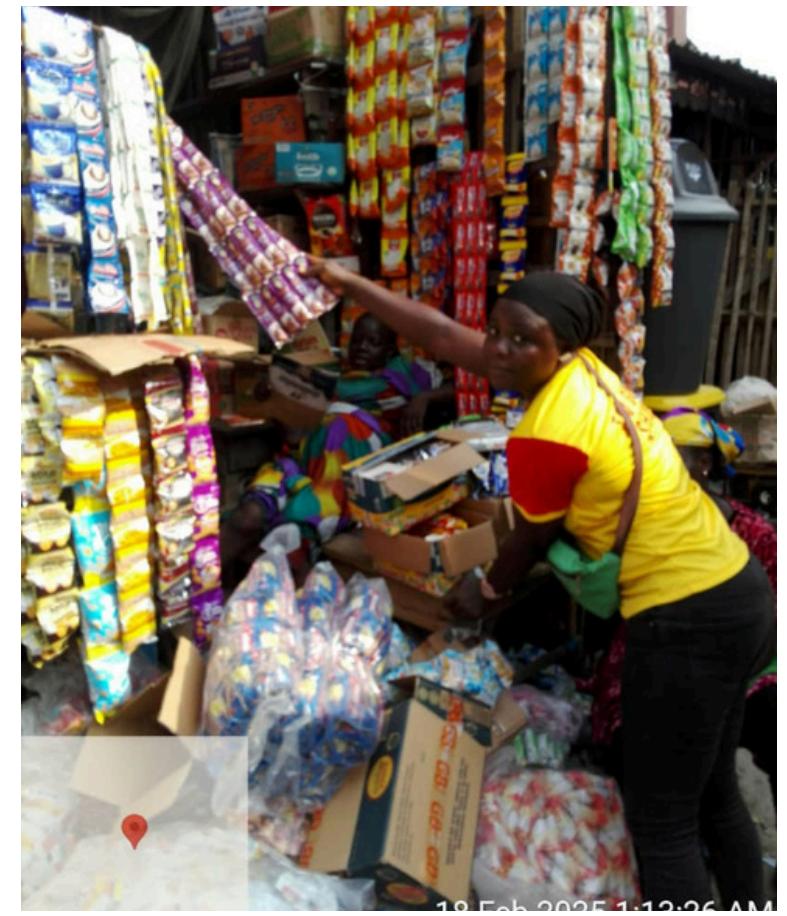
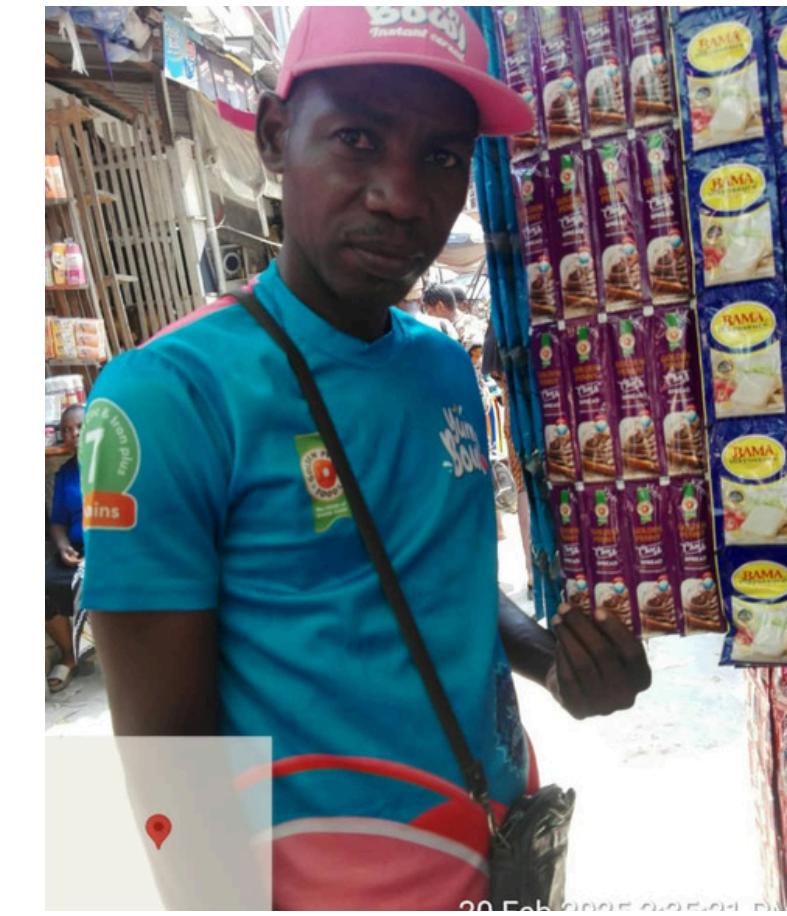


LAGOS 2



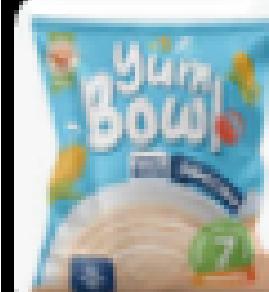
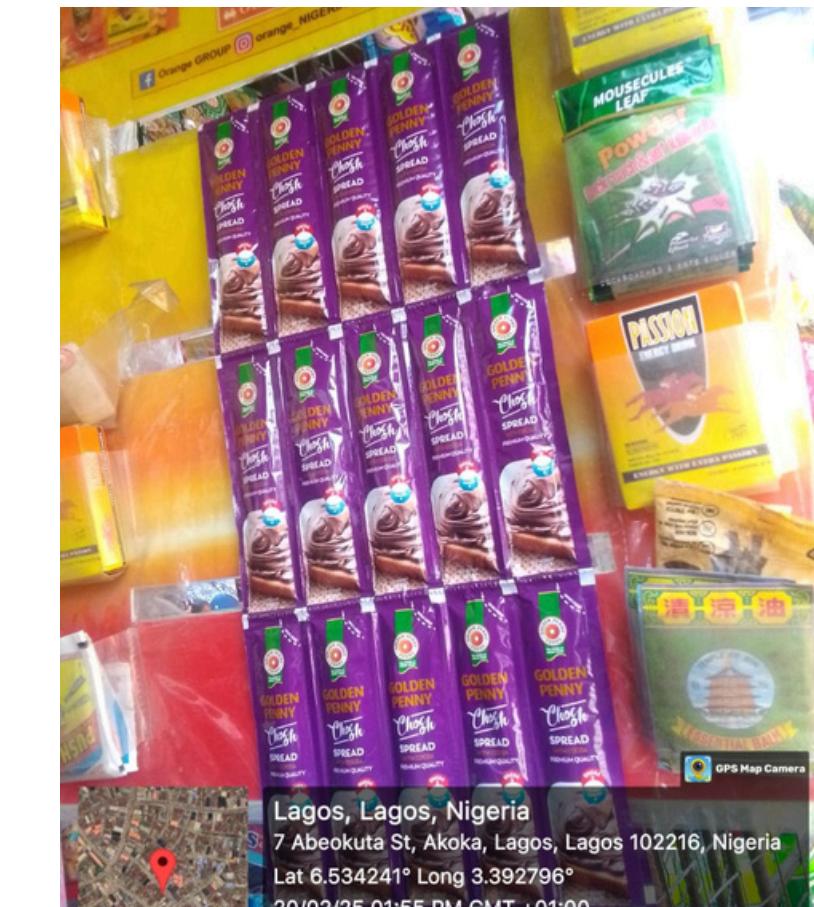
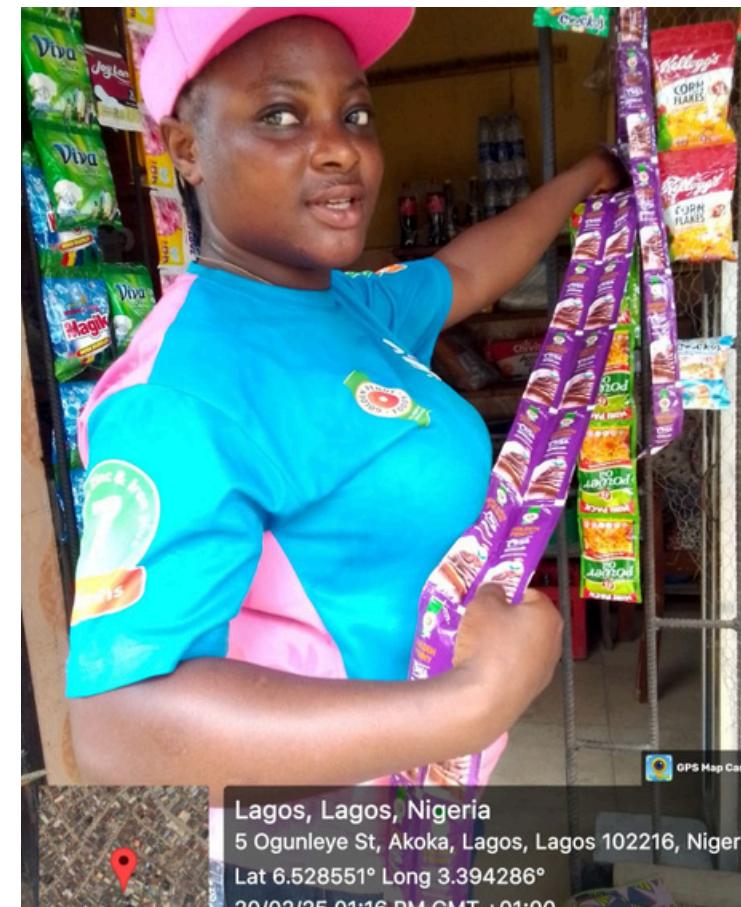
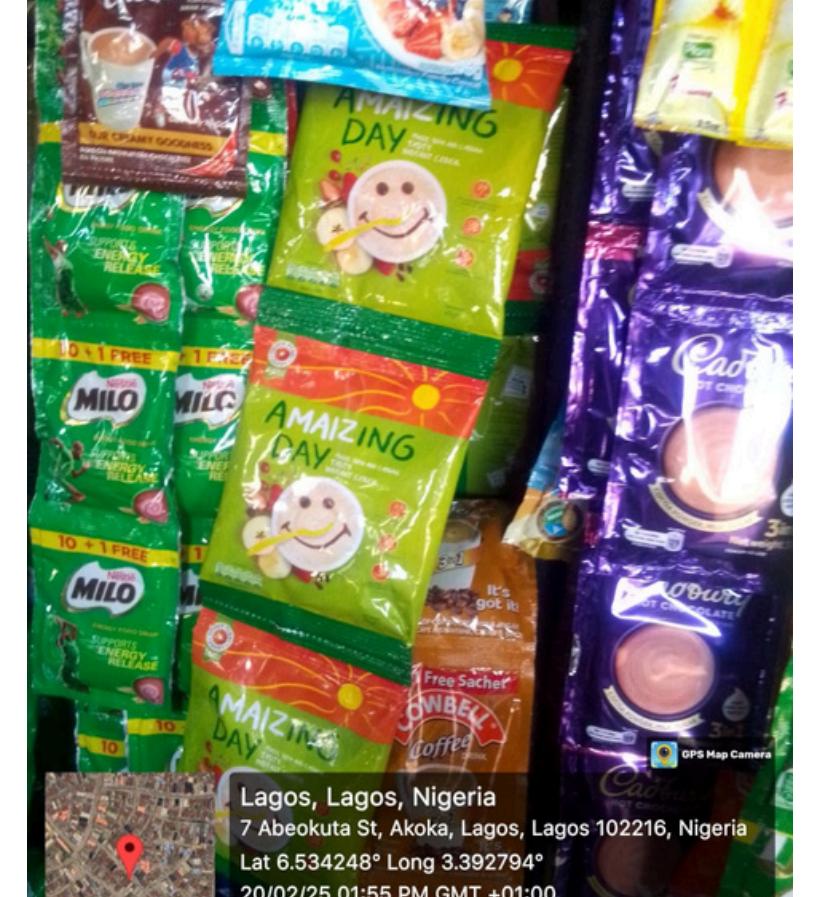
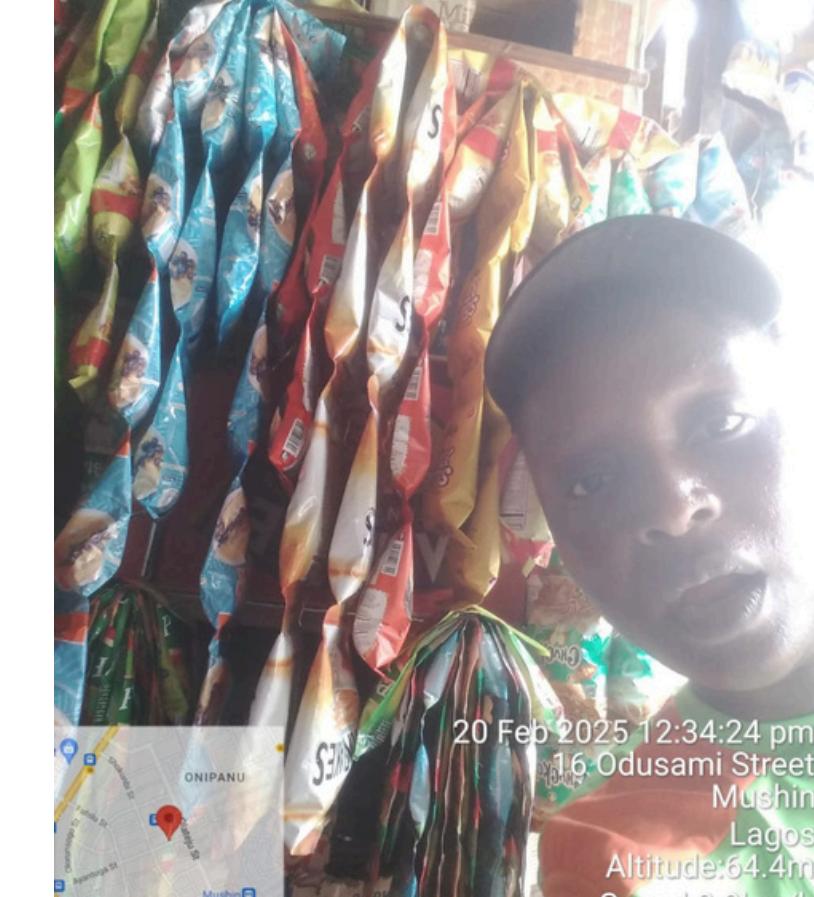
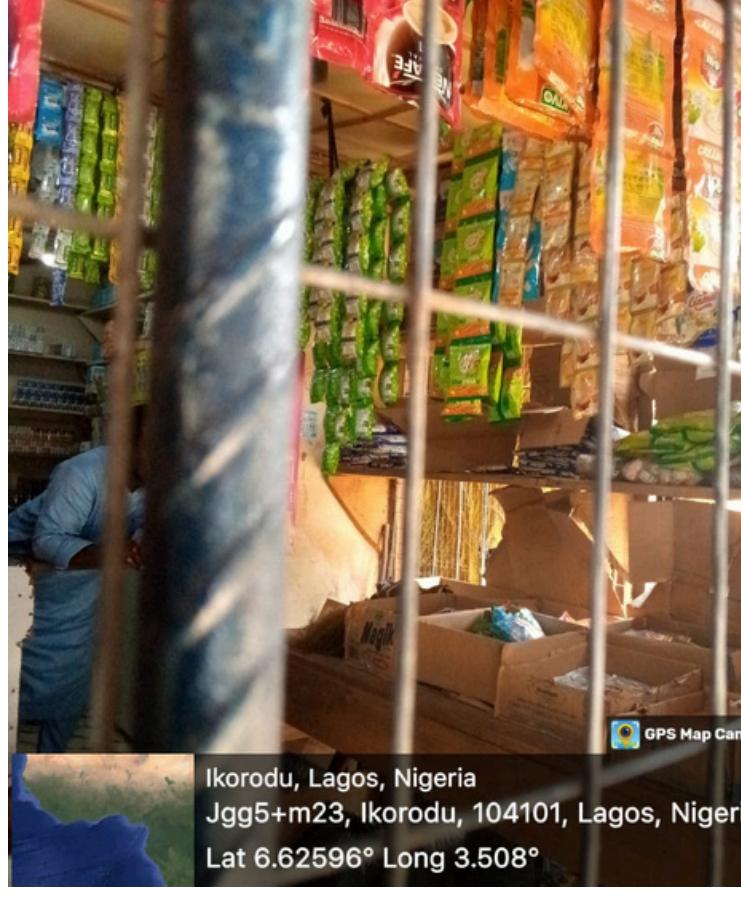
LAGOS

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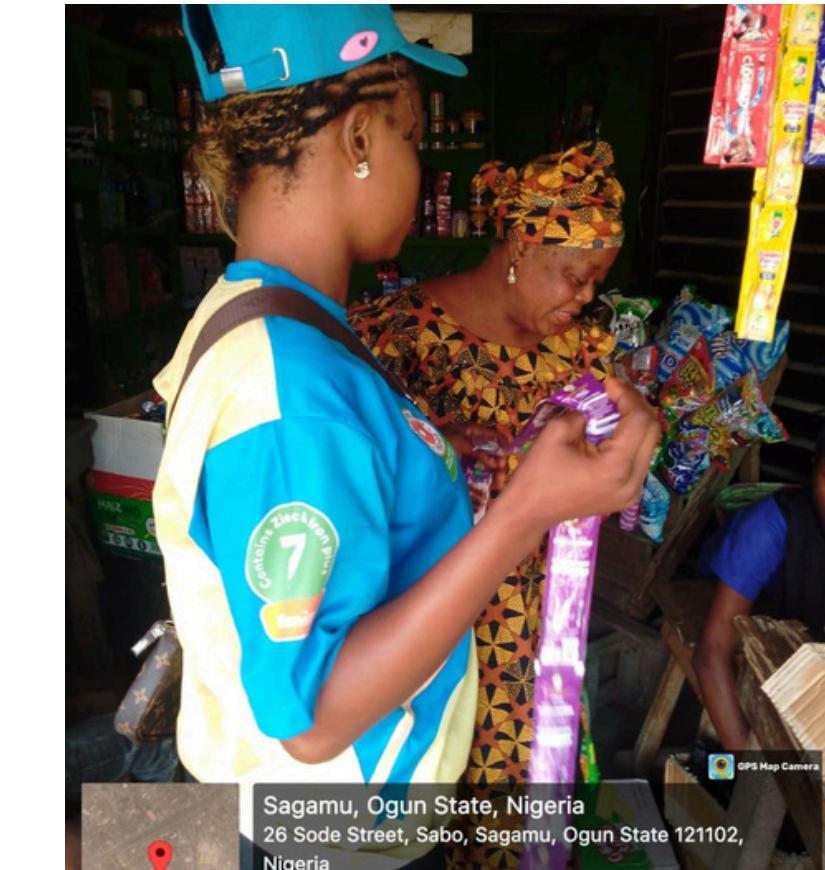
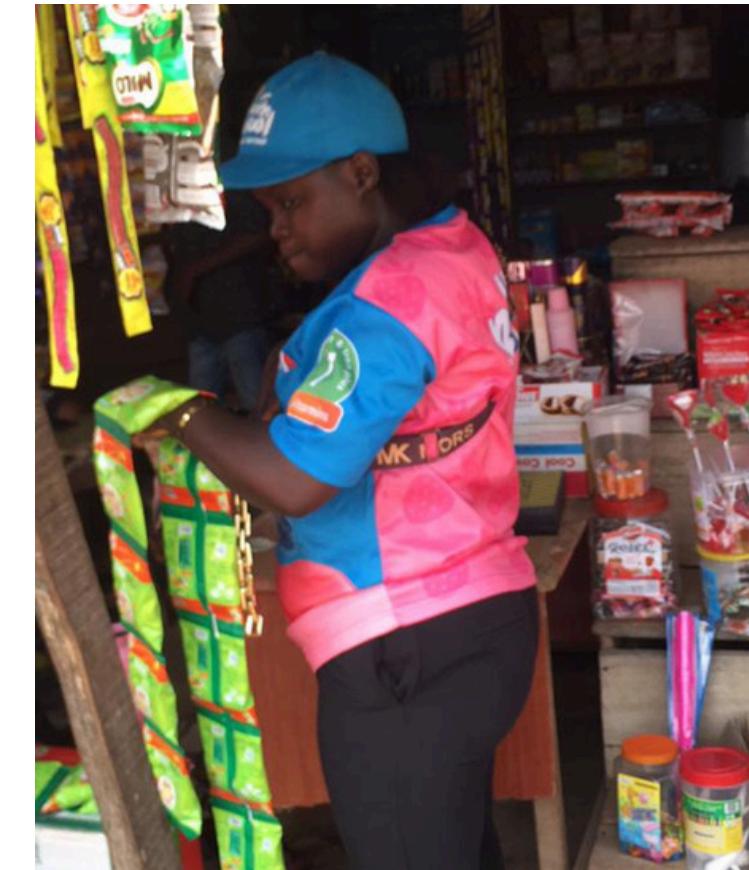


LAGOS

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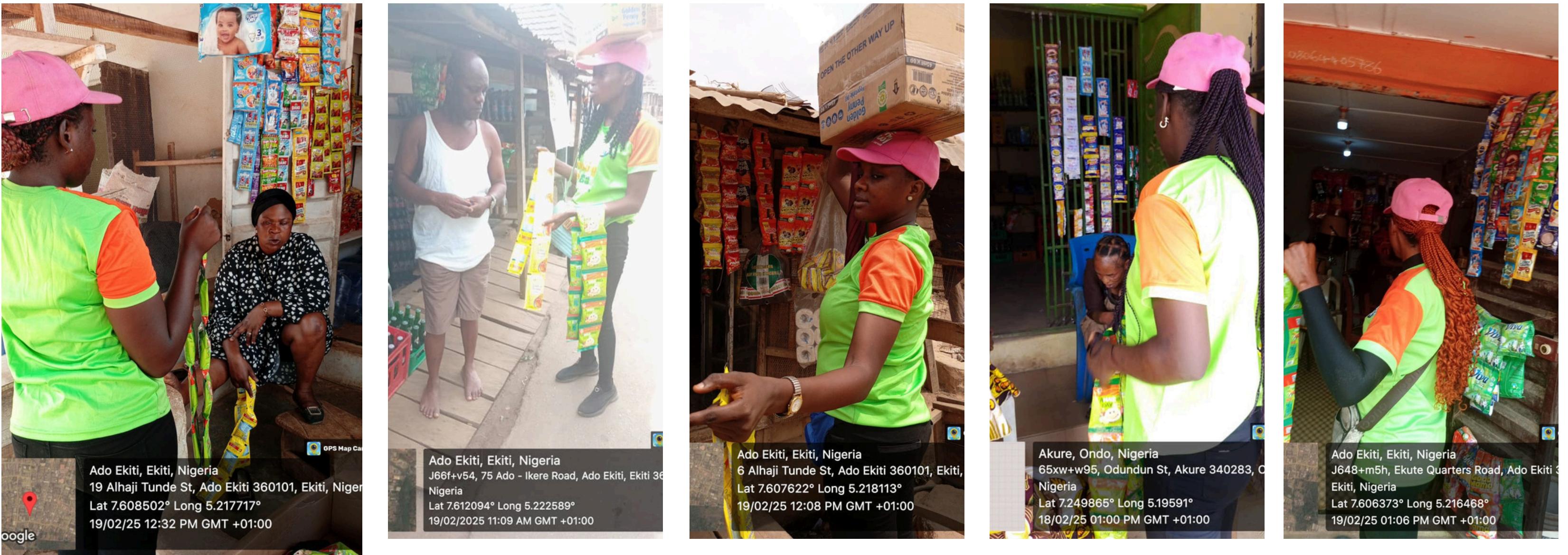
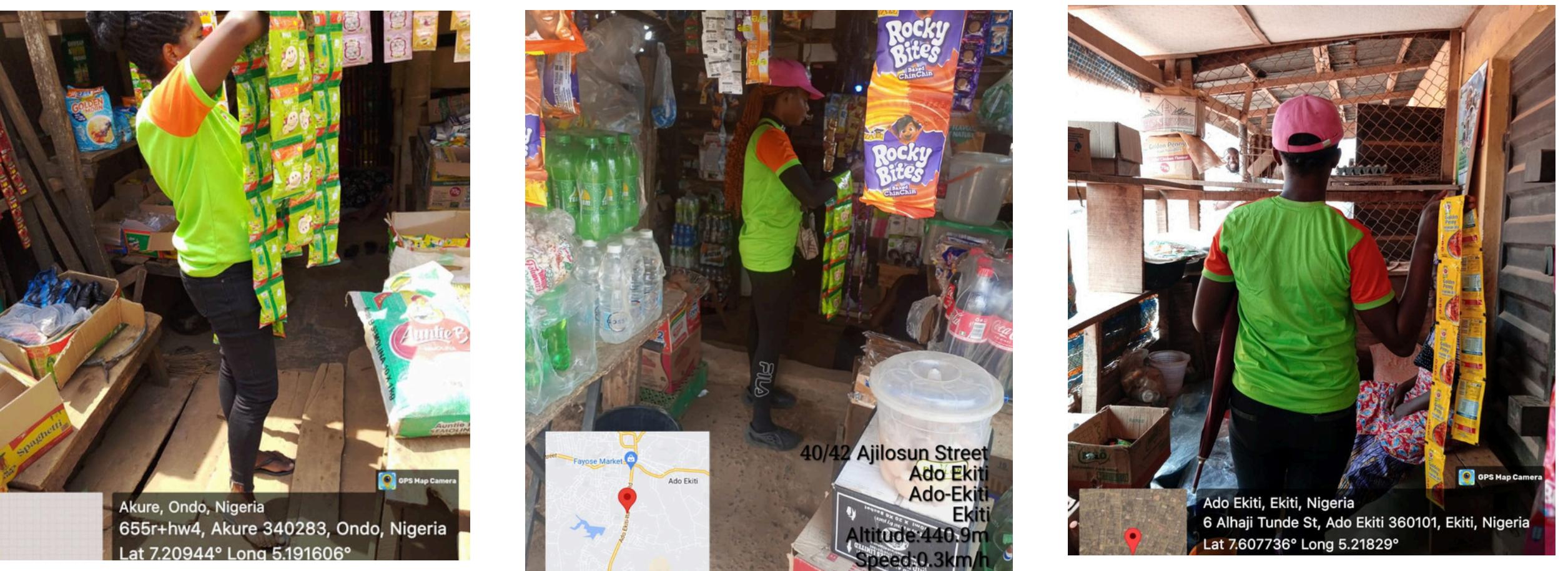
WEST 1



West 2



West 3





Thank You