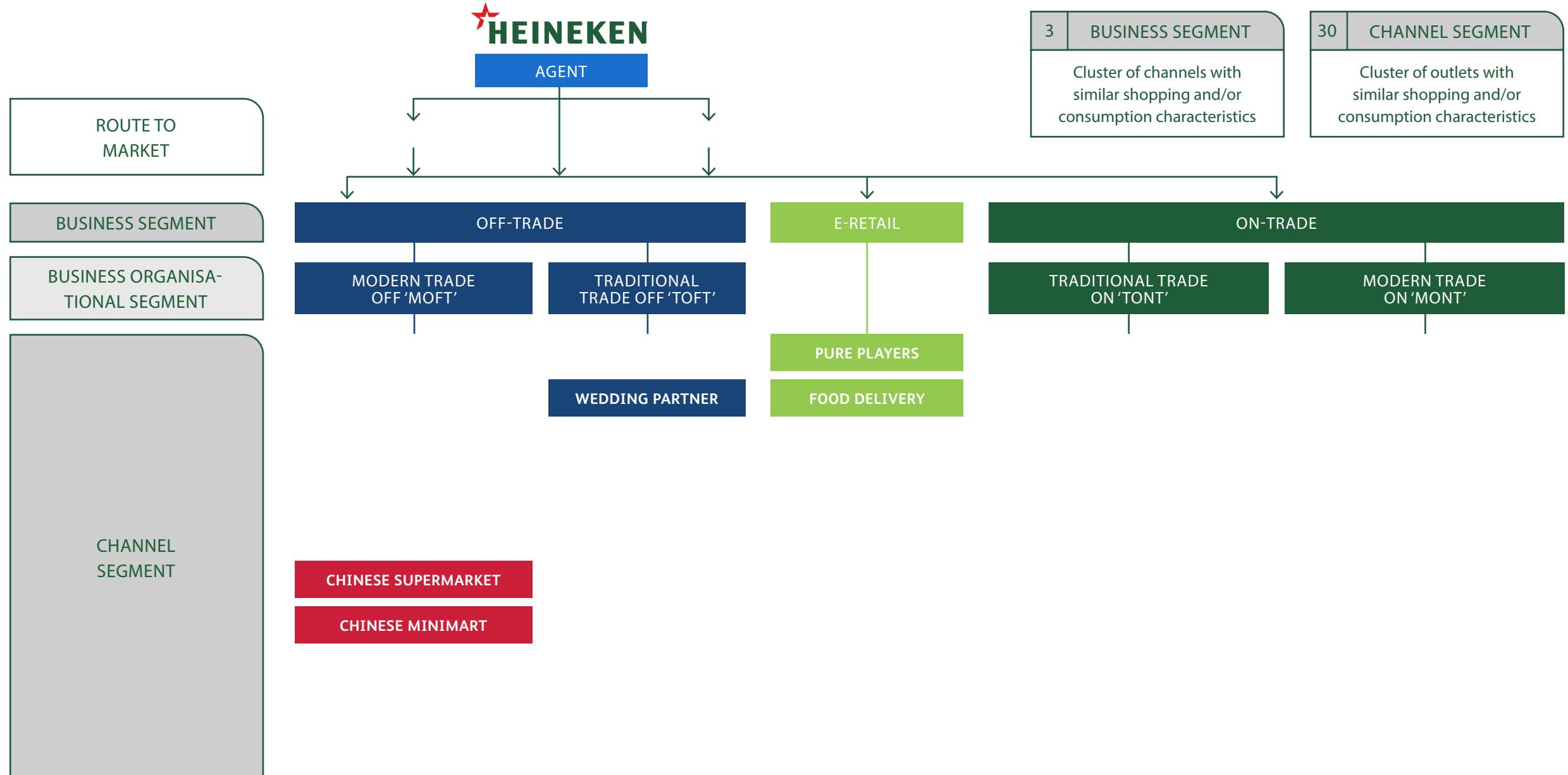


PICTURE OF SUCCESS

TRADE MARKETING,
HEINEKEN CAMBODIA



CHANNEL SEGMENTATION



CASH & CARRY

► OVERVIEW

AREA
Urban

PRIORITY
SKU

GRADE
All



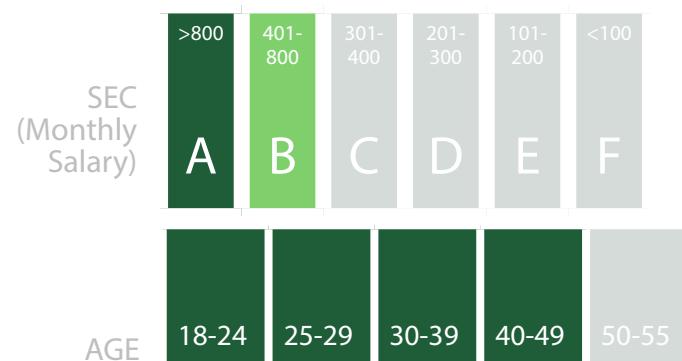
★ LEAD
BRAND

Heineken®

SUPPORT
BRAND



TARGET AUDIENCE



SHOPPER PROFILE

- WHO
Middle class & higher
- BEHAVIOR
Multi shopping per time, purchase beer in carton
- SHOPPING FREQUENCY
1-2 times/week
- AVERAGE SHOPPING TIME
30 mins
- BASKET SIZE
25\$ and over



PRIORITY DRIVERS

- SHOPPER
 - A
AVAILABILITY
 - V
VISIBILITY
- CUSTOMER
 - F
FINANCIAL TERMS
 - S
SERVICE

CASH & CARRY

► AVAILABILITY



PRIORITY
SKU
Can

MANDATORY	MANDATORY	MANDATORY	MANDATORY	OPTIONAL
 Heineken® 	 Tiger® 	 Tiger CRYSTAL 	 ABC EXTRA STOUT 	 ABC RESERVE 

MAINSTREAM		ECONOMY
MANDATORY	MANDATORY	
 ANCHOR 	 ANCHOR WHITE 	 Gold Crown Beer 

CASH & CARRY

► VISIBILITY

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- STANDEE



2

3

PRIMARY ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice, INFORM consumers on brand proposition and CONVERT to buy

- PRIMARY DISPLAY (SINGLE/PACK AREA)

Share of Space \geq 30% at key level

- A4 POSTER



- PRICE LABEL



- LOGO TALKER LABEL



SECONDARY ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

- 1 GE/FD at outlet visibility activation zone
- A4 POSTER

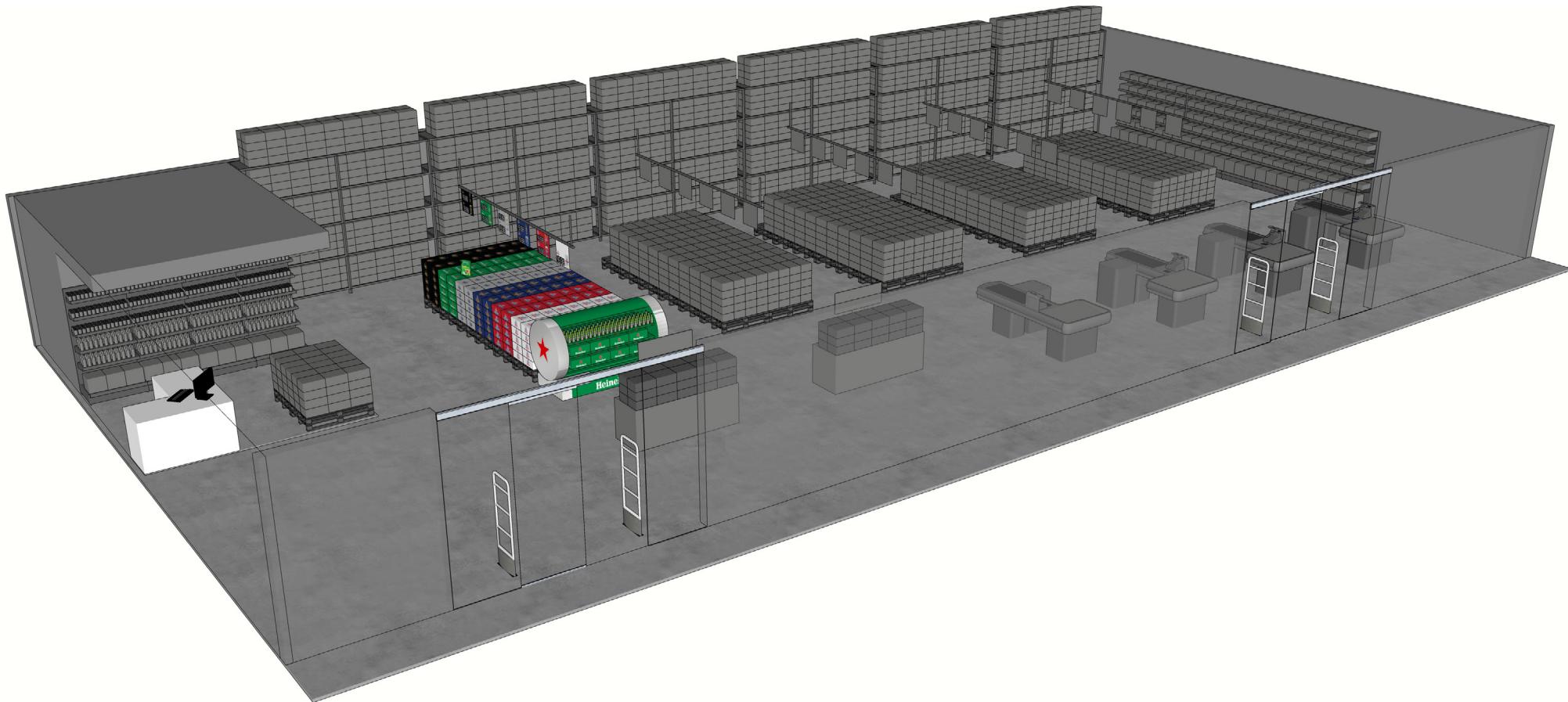


MODERN-OFF-

CASH & CARRY

► PICTURE OF SUCCESS

CLICK TO HIGHLIGHT
A ZONE

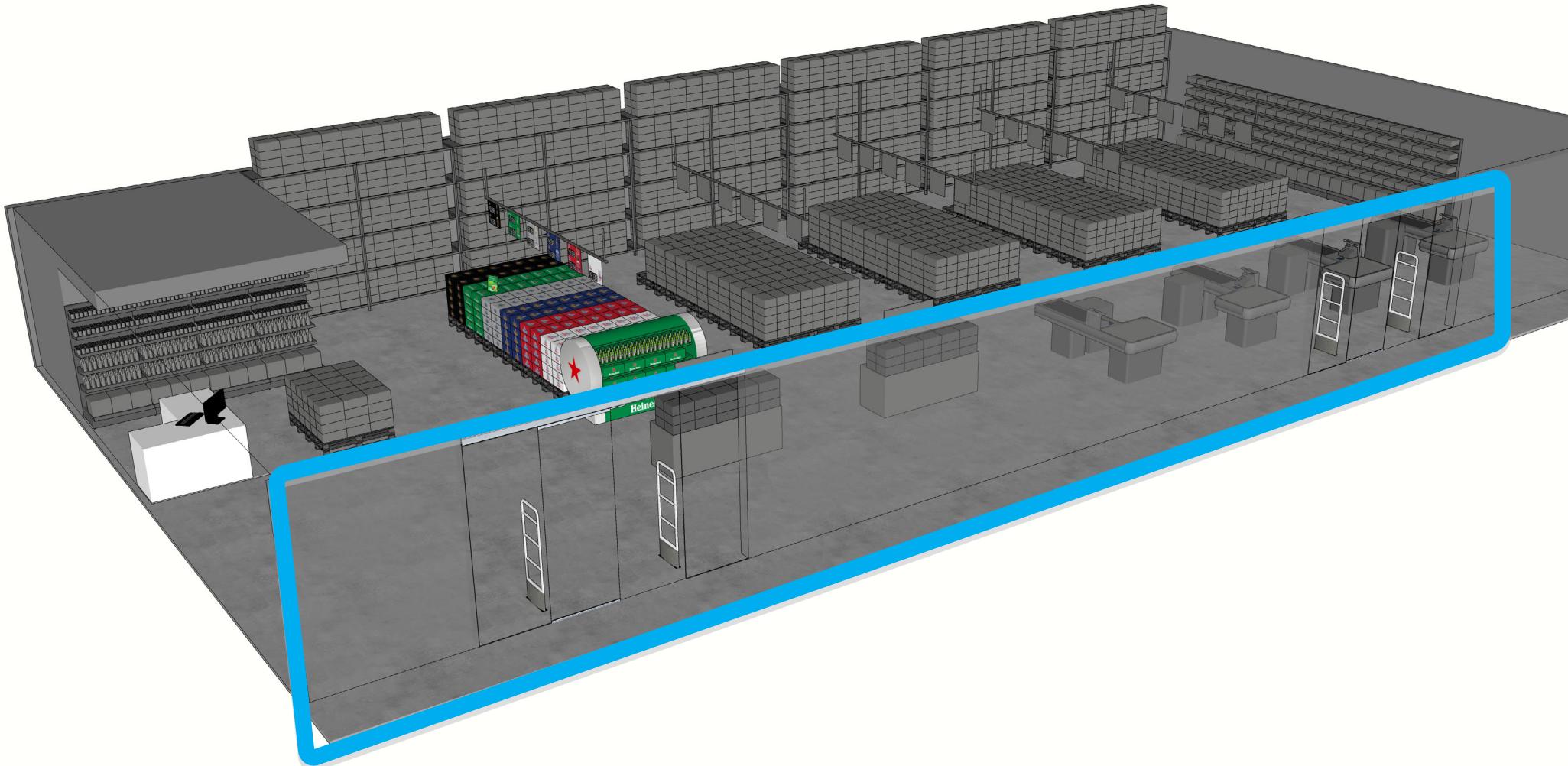


MODERN-OFF-

CASH & CARRY

► PICTURE OF SUCCESS

CLICK TO HIGHLIGHT
A ZONE

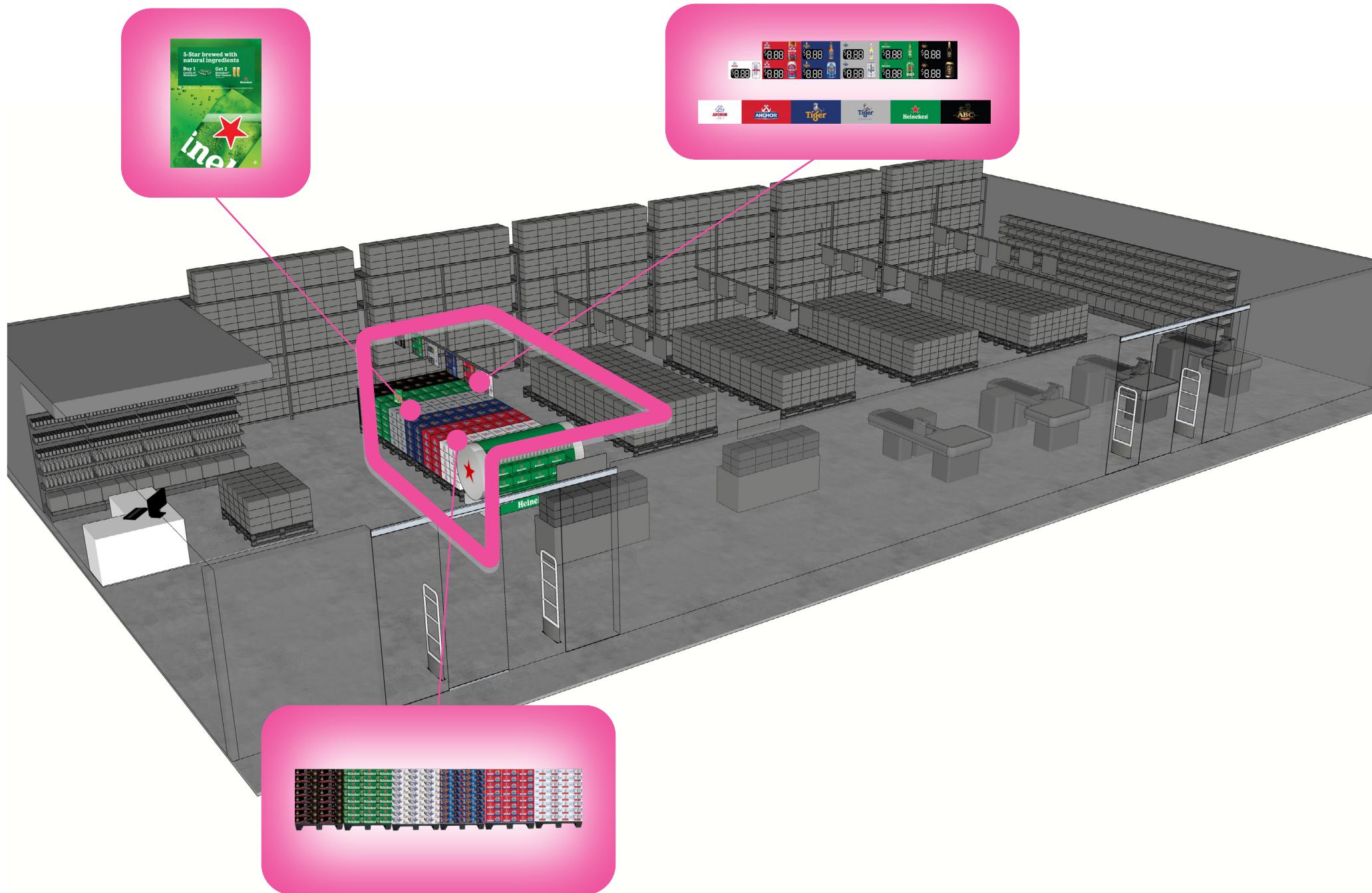


MODERN-OFF-

CASH & CARRY

► PICTURE OF SUCCESS

CLICK TO HIGHLIGHT
A ZONE

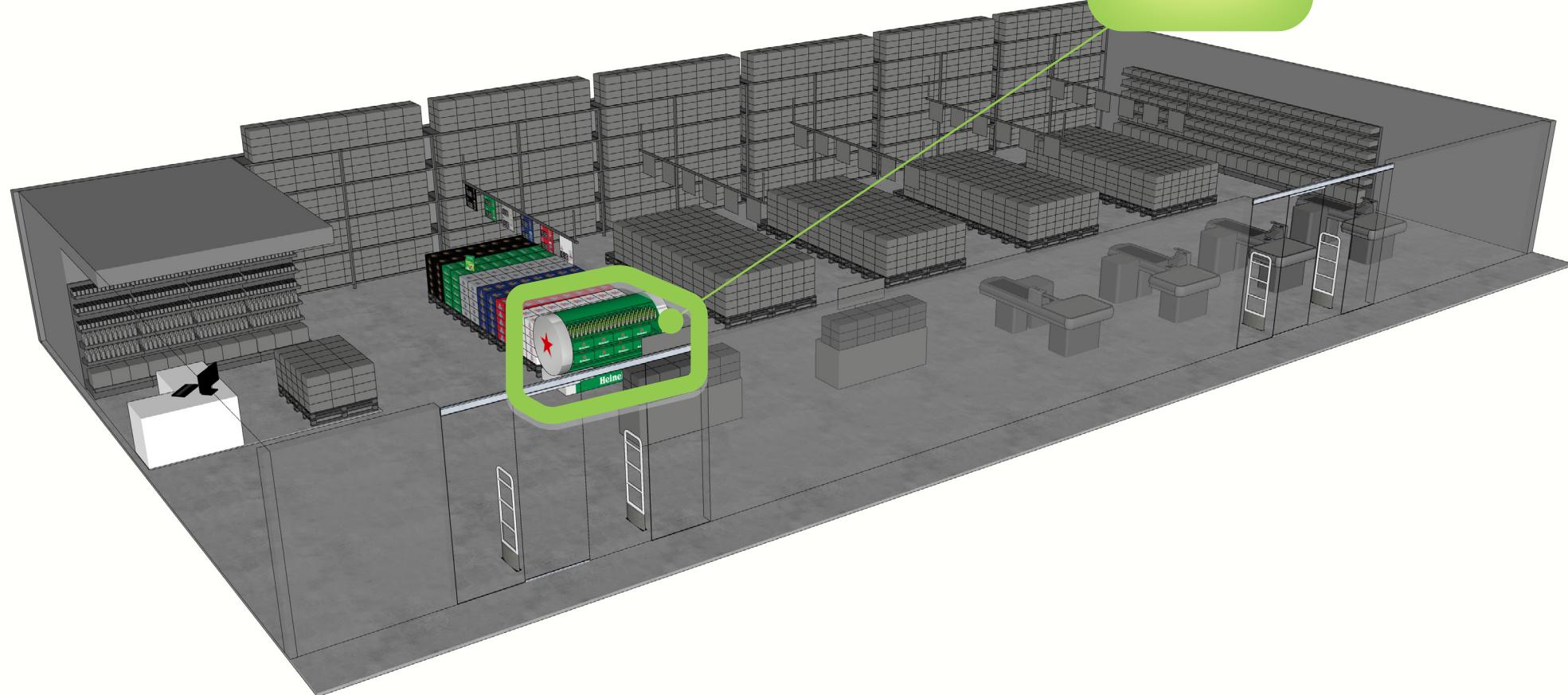


MODERN-OFF-

CASH & CARRY

► PICTURE OF SUCCESS

CLICK TO HIGHLIGHT
A ZONE



SUPER-MARKET

► OVERVIEW

AREA
Urban

PRIORITY
SKU

GRADE
All



★ LEAD
BRAND



SUPPORT
BRAND



CHANNEL DEFINITION

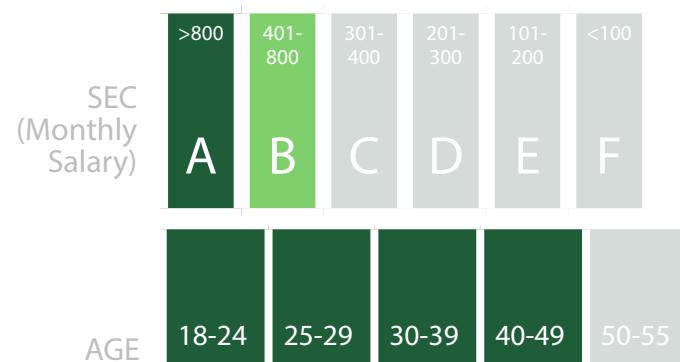
- Located in shopping malls, main roads, middle- or higher-class neighborhood compounds
- Provide premium affordable shopping experience
- One stop shop
- Promote trust and quality product
- Destination for fresh milk, and wine

SHOPPER PROFILE

- WHO
Middle class & higher
- BEHAVIOR
Long shopping, often do not have beer in shopping list, purchase beer in pack & carton
- SHOPPING FREQUENCY
1-2 times/week
- AVERAGE SHOPPING TIME
30 mins
- BASKET SIZE
15\$ and over



TARGET AUDIENCE



PRIORITY DRIVERS

- SHOPPER



AVAILABILITY



VISIBILITY

- CUSTOMER



FINANCIAL TERMS



SERVICE

SUPER-MARKET

► AVAILABILITY



PRIORITY
SKU
Can

MANDATORY	MANDATORY	MANDATORY	MANDATORY	OPTIONAL
 Heineken® 	 Tiger® 	 Tiger CRYSTAL 	 ABC EXTRA STOUT 	 ABC RESERVE 

MAINSTREAM		ECONOMY
MANDATORY	MANDATORY	
 ANCHOR 	 ANCHOR WHITE 	 Gold Crown Beer 

MODERN-OFF-

SUPER-MARKET

► VISIBILITY

/ LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

ENTRANCE ZONE

Outlet entrance:
opportunity to CONNECT
with consumers and
TRIGGER brand
recognition.

PRIMARY ZONE

Primary visible Hot Spot indoors:
opportunity
to DISRUPT consumer choice,
INFORM consumers on brand
proposition and CONVERT to buy

SECONDARY ZONE

Consumers make purchase
decision: we can INFORM
consumers on brand proposition
and CONVERT
to buy

1

- STANDEE



2

- PRIMARY DISPLAY (SINGLE/PACK AREA)

Share of Space ≥ 30%
at key level

- WOBBLER



3

- PRIMARY DISPLAY (SINGLE/PACK AREA)

Share of Space ≥ 30%
at key location

- POSTER A4



4

- FRIDGE DISPLAY

Share of Space ≥ 30% at
eyes level

- WOBBLER



5

- PRICE LABEL



- LOGO TALKER LABEL

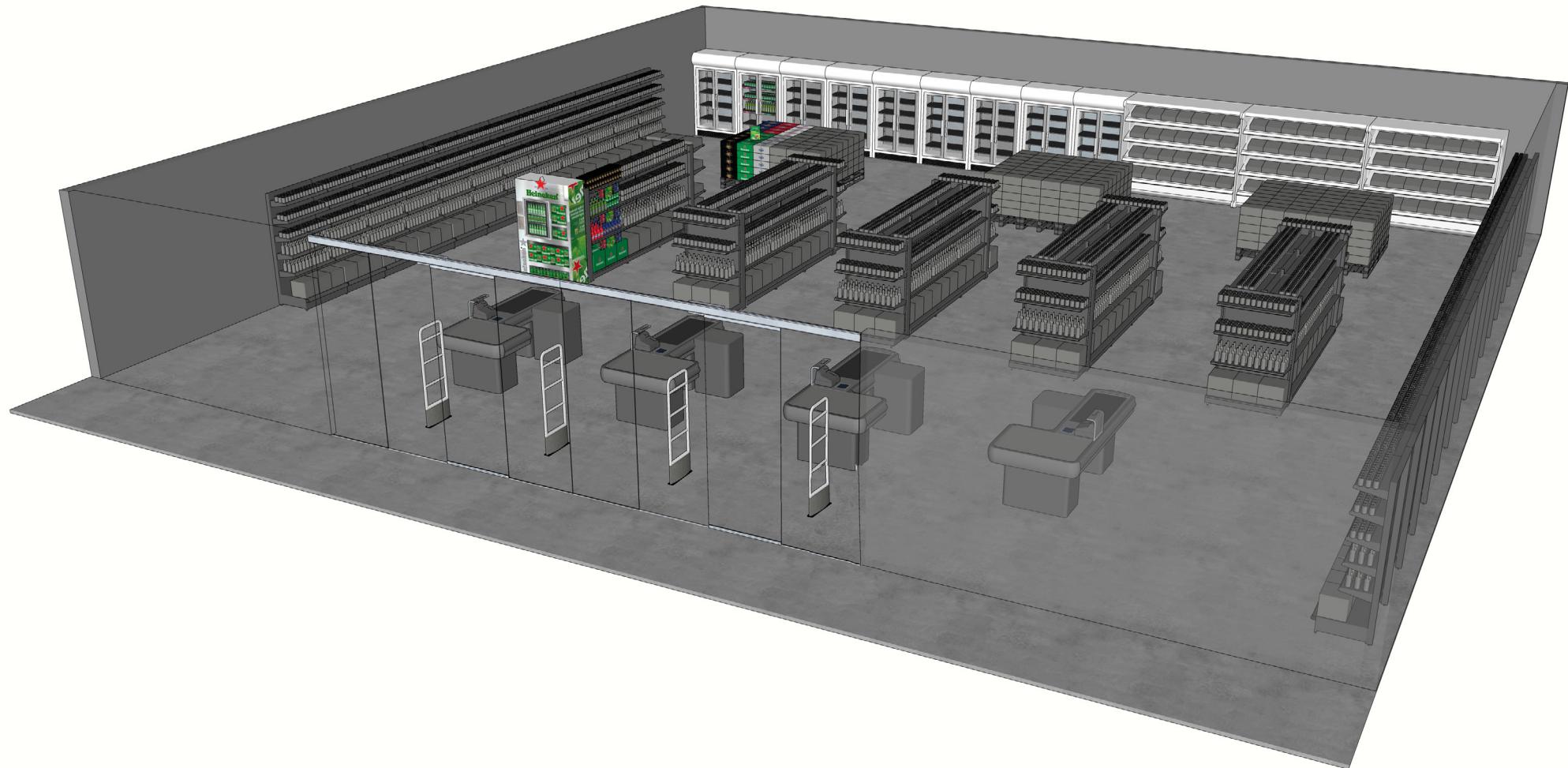


MODERN-OFF-

SUPERMAR- KET

► PICTURE OF
SUCCESS

CLICK TO HIGHLIGHT
A ZONE

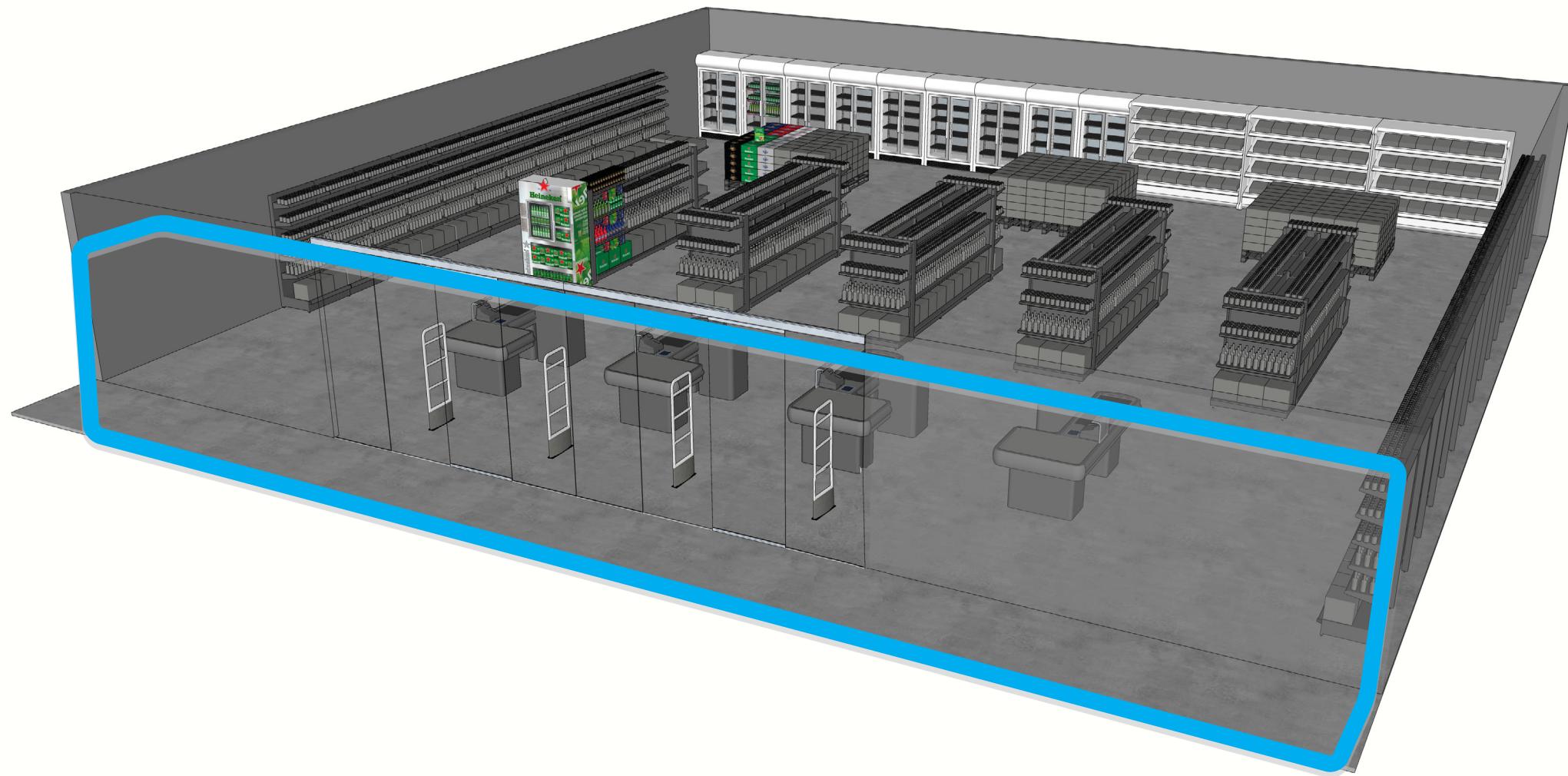


MODERN-OFF-

SUPERMAR- KET

► PICTURE OF
SUCCESS

CLICK TO HIGHLIGHT
A ZONE

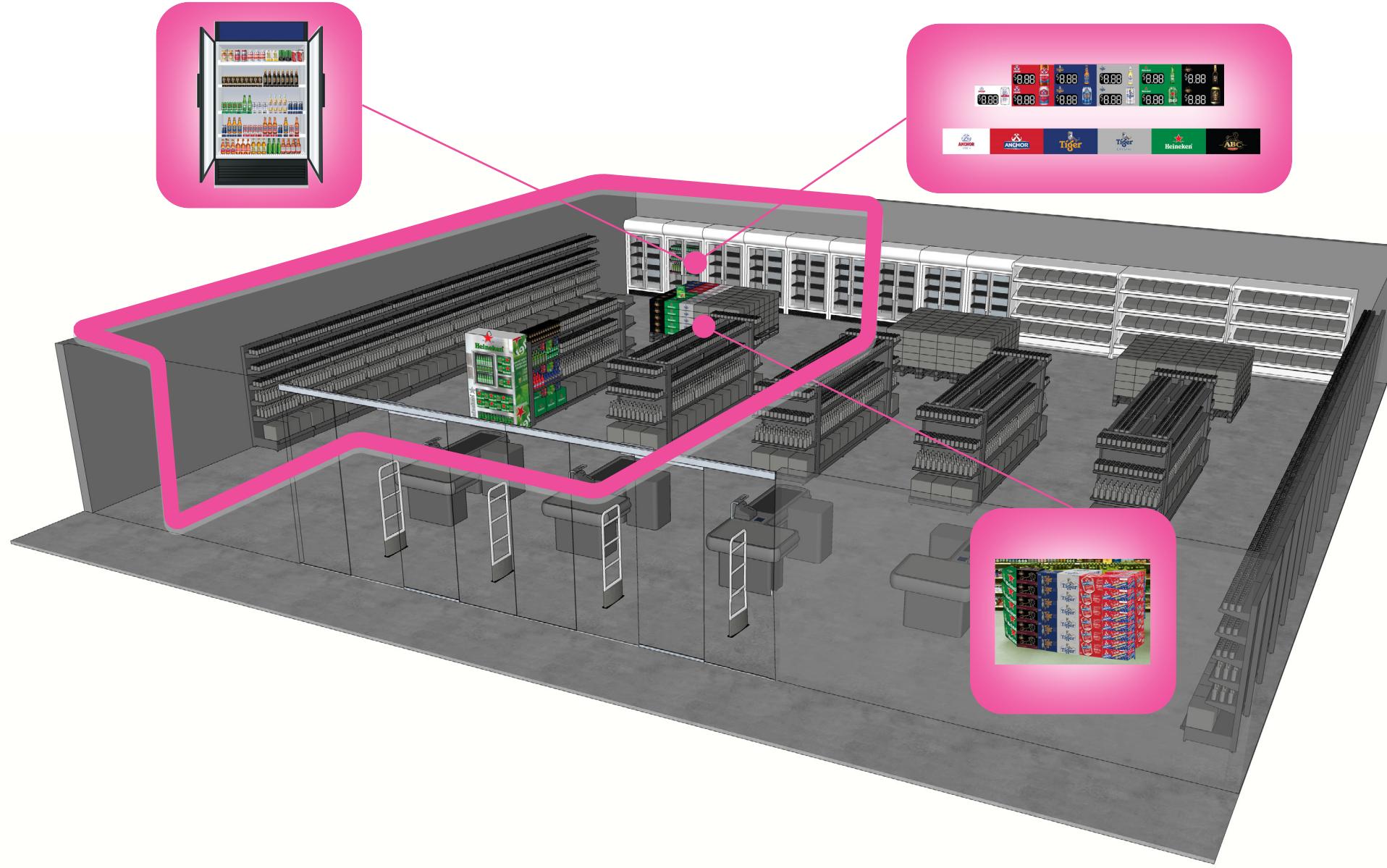


MODERN-OFF-

SUPERMAR-KET

► PICTURE OF SUCCESS

CLICK TO HIGHLIGHT
A ZONE

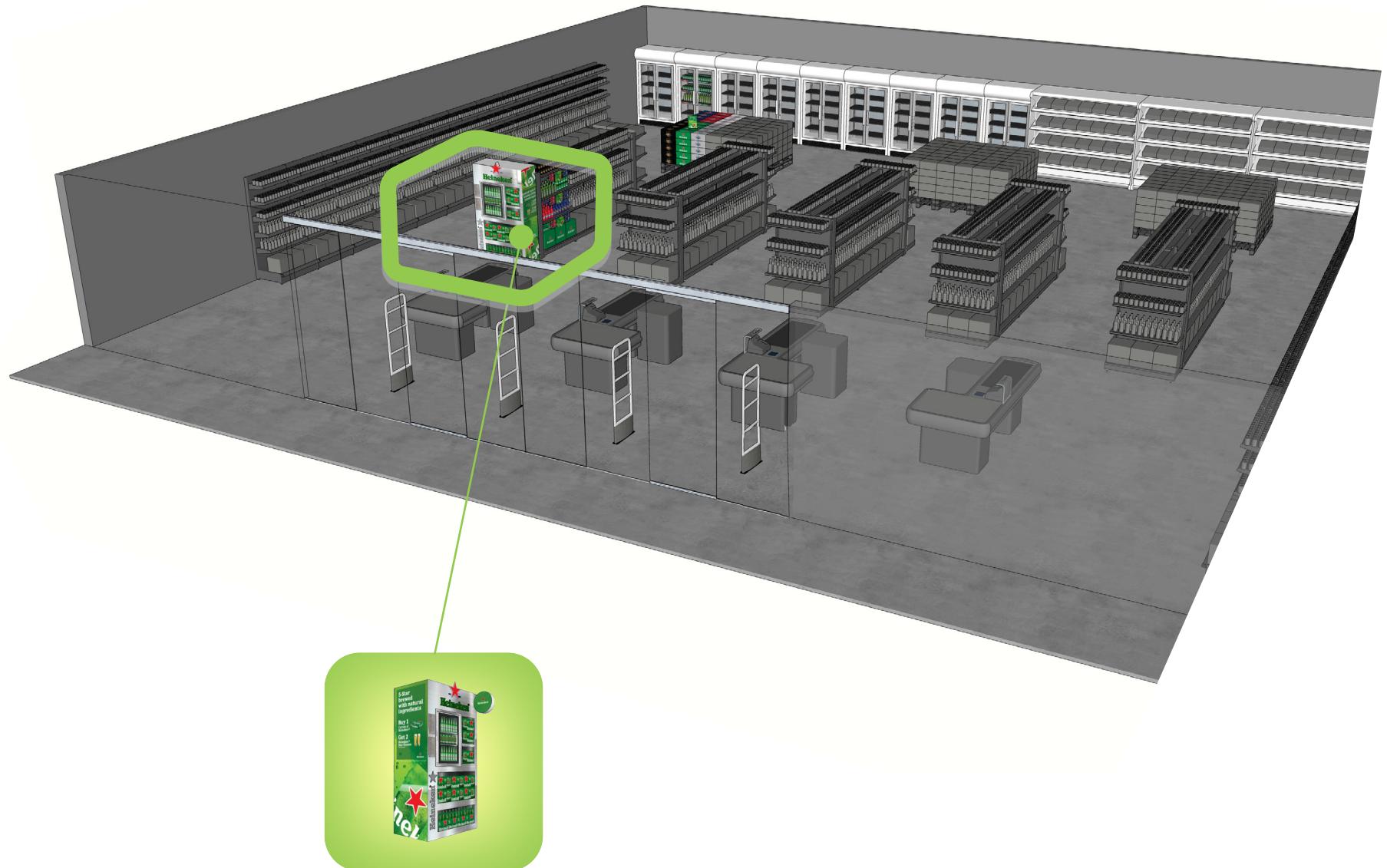


MODERN-OFF-

SUPERMAR-KET

► PICTURE OF SUCCESS

CLICK TO HIGHLIGHT
A ZONE



MODERN-OFF-

MINIMART

► OVERVIEW

AREA
Urban

PRIORITY
SKU

GRADE
All



★ LEAD
BRAND



SUPPORT
BRAND



CHANNEL DEFINITION

- Located in main road, business district, dense population neighborhood
- Smaller than a supermarket but bigger than a convenience store in terms of size & assortment
- Carry variety of categories but food makes up at least 80% of sales
- Might or might not have a ready to eat station

CONSUMER PROFILE

- WHO

Working professional, people in the neighborhood looking for quick top up/shopping

- BEHAVIOR

Have beer in mind but can potentially switch, purchase beer in single & pack

- SHOPPING FREQUENCY

2-3 times/week

- AVERAGE SHOPPING TIME

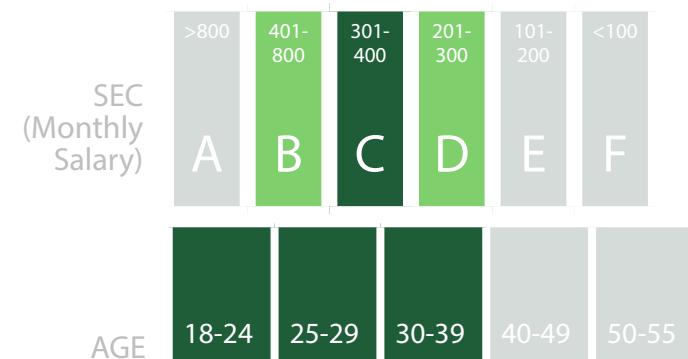
10 mins

- BASKET SIZE

2\$-10\$



TARGET AUDIENCE



PRIORITY DRIVERS

- SHOPPER



VISIBILITY



PROMOTION

- CUSTOMER



FINANCIAL TERMS



SERVICE

MINIMART

► AVAILABILITY



PRIORITY
SKU
Can

PREMIUM				
MANDATORY	MANDATORY	MANDATORY	MANDATORY	OPTIONAL
 Heineken® 	 Tiger® 	 Tiger CRYSTAL® 	 ABC EXTRA STOUT® 	 ABC RESERVE® 
Bottle/Pint or Can	Bottle/Pint or Can	Bottle/Pint or Can	Bottle/Pint or Can	Bottle

MAINSTREAM		ECONOMY
MANDATORY	MANDATORY	
 ANCHOR® 	 ANCHOR WHITE® 	 Gold Crown Beer® 
Bottle/Pint or Can	Can	Can

MINIMART

► VISIBILITY

/ LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

ENTRANCE ZONE

Outlet entrance:
opportunity to CONNECT with consumers and TRIGGER brand recognition.

PRIMARY ZONE

Primary visible Hot Spot indoors:
opportunity to DISRUPT consumer choice, INFORM consumers on brand proposition and CONVERT to buy

SECONDARY ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

1

- STANDEE



2

- PRIMARY DISPLAY (SINGLE/PACK AREA)

Share of Space \geq 30% at key level

- WOBBLER



3

- FRIDGE DISPLAY

Share of Space \geq 30% at eyes level

- WOBBLER



4

- PRICE LABEL



- LOGO TALKER LABEL



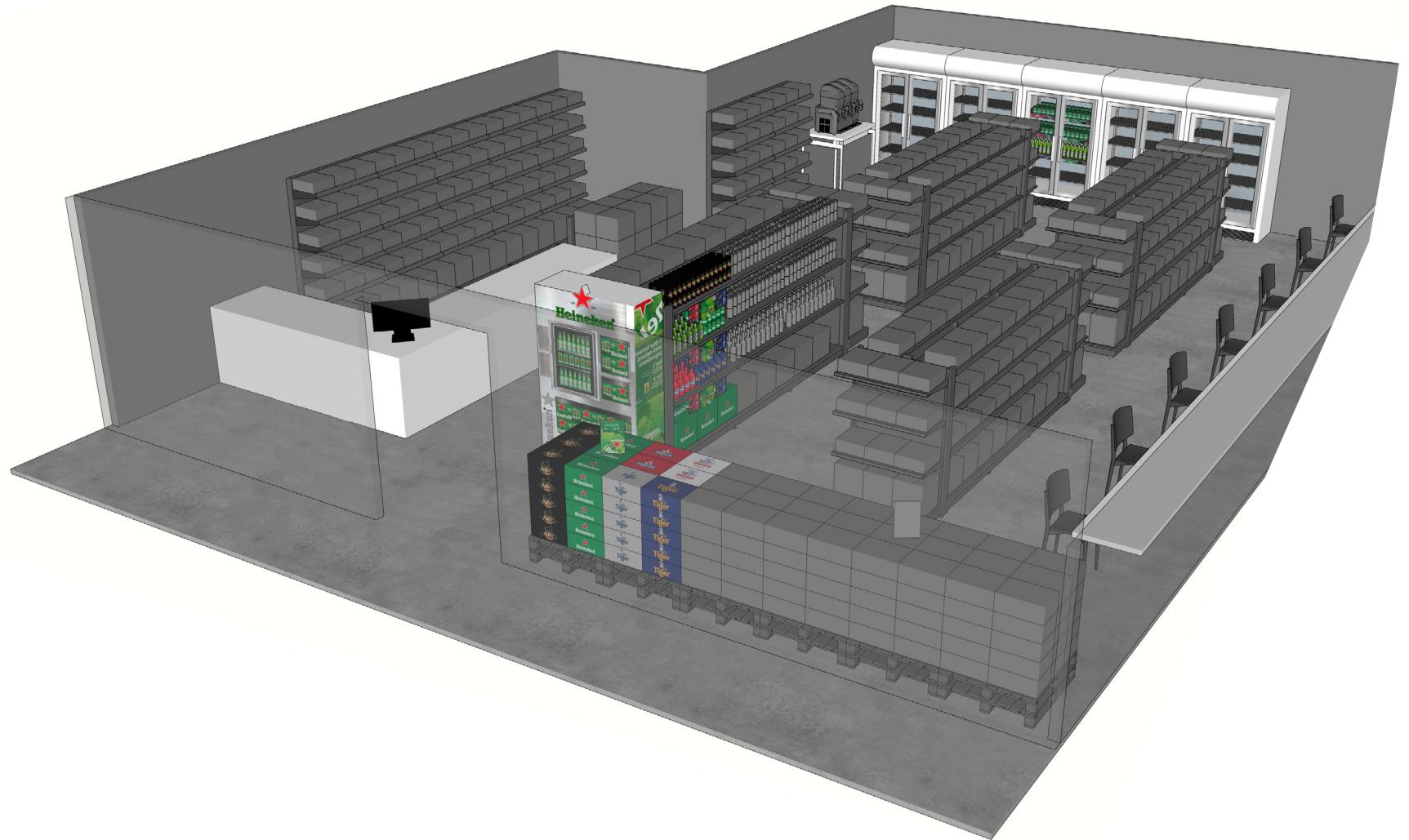
- GONDOLA DISPLAY

MODERN-OFF-

MINIMART

► PICTURE OF
SUCCESS

CLICK TO HIGHLIGHT
A ZONE

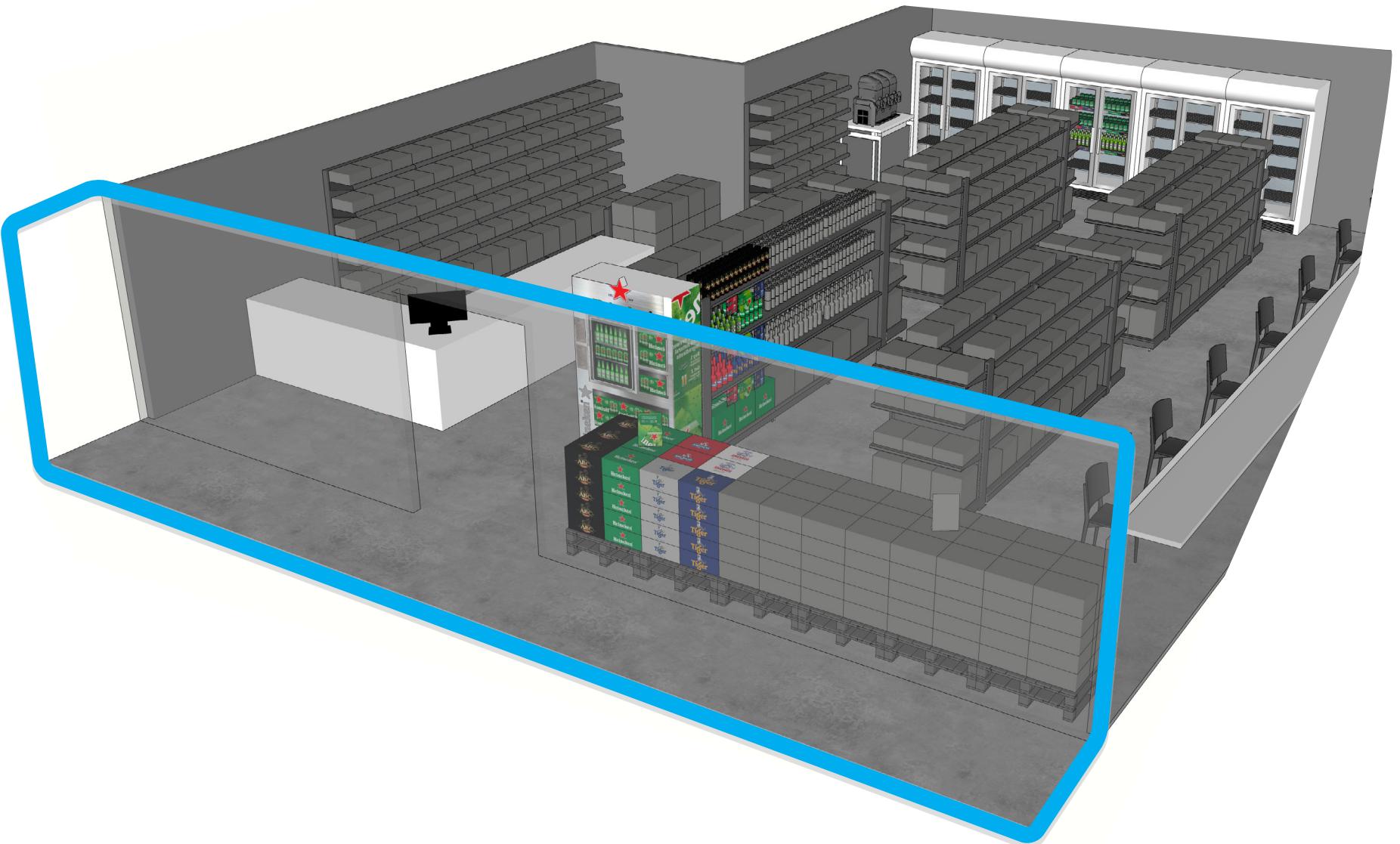


MODERN-OFF-

MINIMART

► PICTURE OF
SUCCESS

CLICK TO HIGHLIGHT
A ZONE

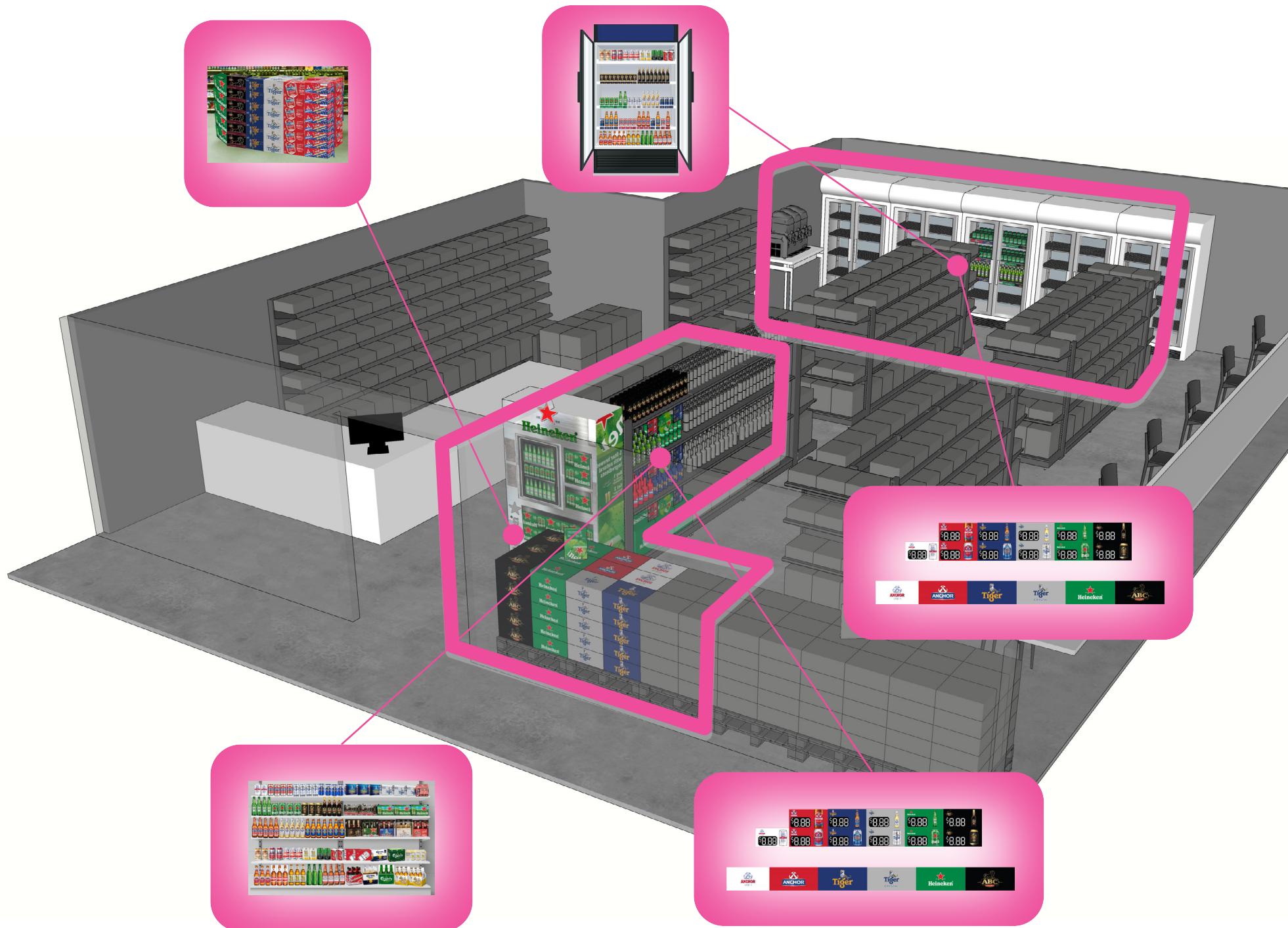


MODERN-OFF-

MINIMART

► PICTURE OF
SUCCESS

CLICK TO HIGHLIGHT
A ZONE

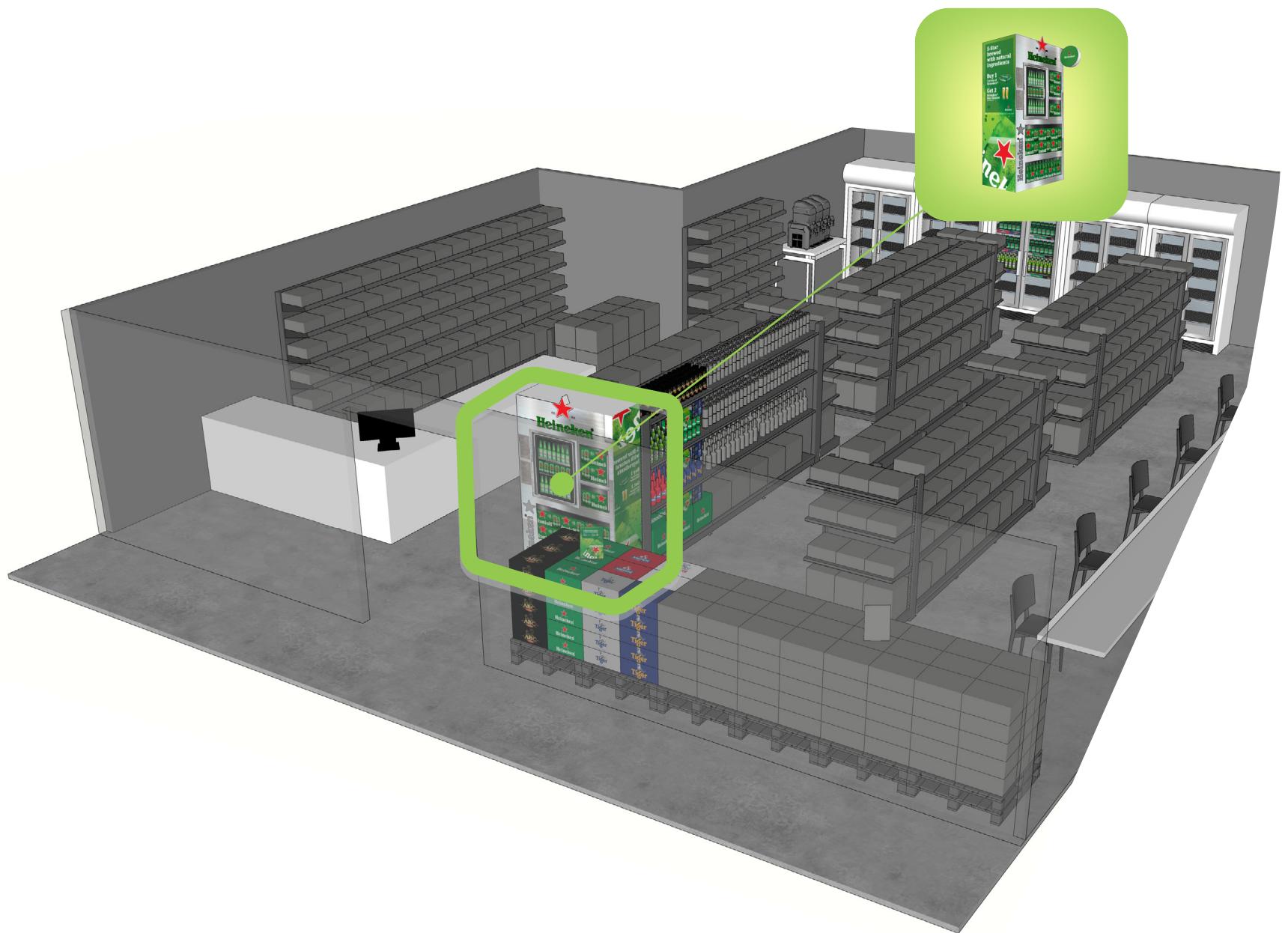


MODERN-OFF-

MINIMART

► PICTURE OF
SUCCESS

CLICK TO HIGHLIGHT
A ZONE



CONVENIENCE STORE

► OVERVIEW

AREA
Urban

PRIORITY
SKU



GRADE
All

CYCLE PRO-
MO
Yes



SUPPORT
BRAND



CHANNEL DEFINITION

- Located in main road, business district, dense population neighborhood
- Smaller than a supermarket but bigger than a convenience store in terms of size & assortment
- Carry variety of categories but food makes up at least 80% of sales
- Might or might not have a ready to eat station

CONSUMER PROFILE

• WHO

Working professional, people in the neighborhood looking for quick top up/shopping

• BEHAVIOR

Have beer in mind but can potentially switch, purchase beer in single & pack

• SHOPPING FREQUENCY

2-3 times/week

• AVERAGE SHOPPING TIME

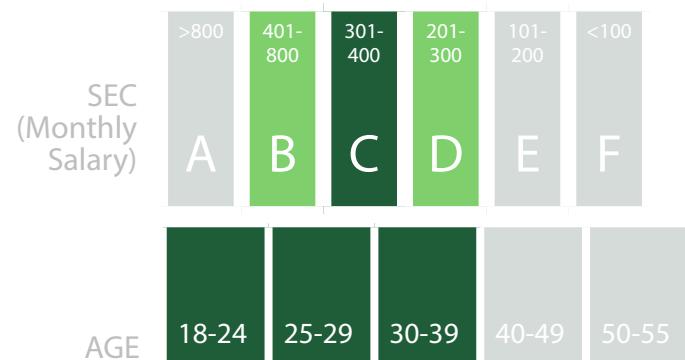
10 mins

• BASKET SIZE

2\$-10\$



TARGET AUDIENCE



PRIORITY DRIVERS

• SHOPPER



• CUSTOMER



CONVENIENCE STORE

► AVAILABILITY



PRIORITY
SKU
Can

MANDATORY	MANDATORY	MANDATORY	MANDATORY	OPTIONAL
 Heineken®  Bottle/Pint or Can	 Tiger  Bottle/Pint or Can	 Tiger CRYSTAL  Bottle/Pint or Can	 ABC EXTRA STOUT  Bottle/Pint or Can	 ABC RESERVE  Bottle

MAINSTREAM		ECONOMY
MANDATORY	MANDATORY	
 ANCHOR  Bottle/Pint or Can	 ANCHOR WHITE  Can	 Gold Crown Beer  Can

CONVENIENCE STORE

► VISIBILITY

/ LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

PRIMARY ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice, INFORM consumers on brand proposition and CONVERT to buy

1

- STANDEE



2

- PRIMARY DISPLAY (SINGLE/PACK AREA)

Share of Space ≥ 30% at key level

- WOBBLER



3

- PRICE LABEL



4

- LOGO TALKER LABEL

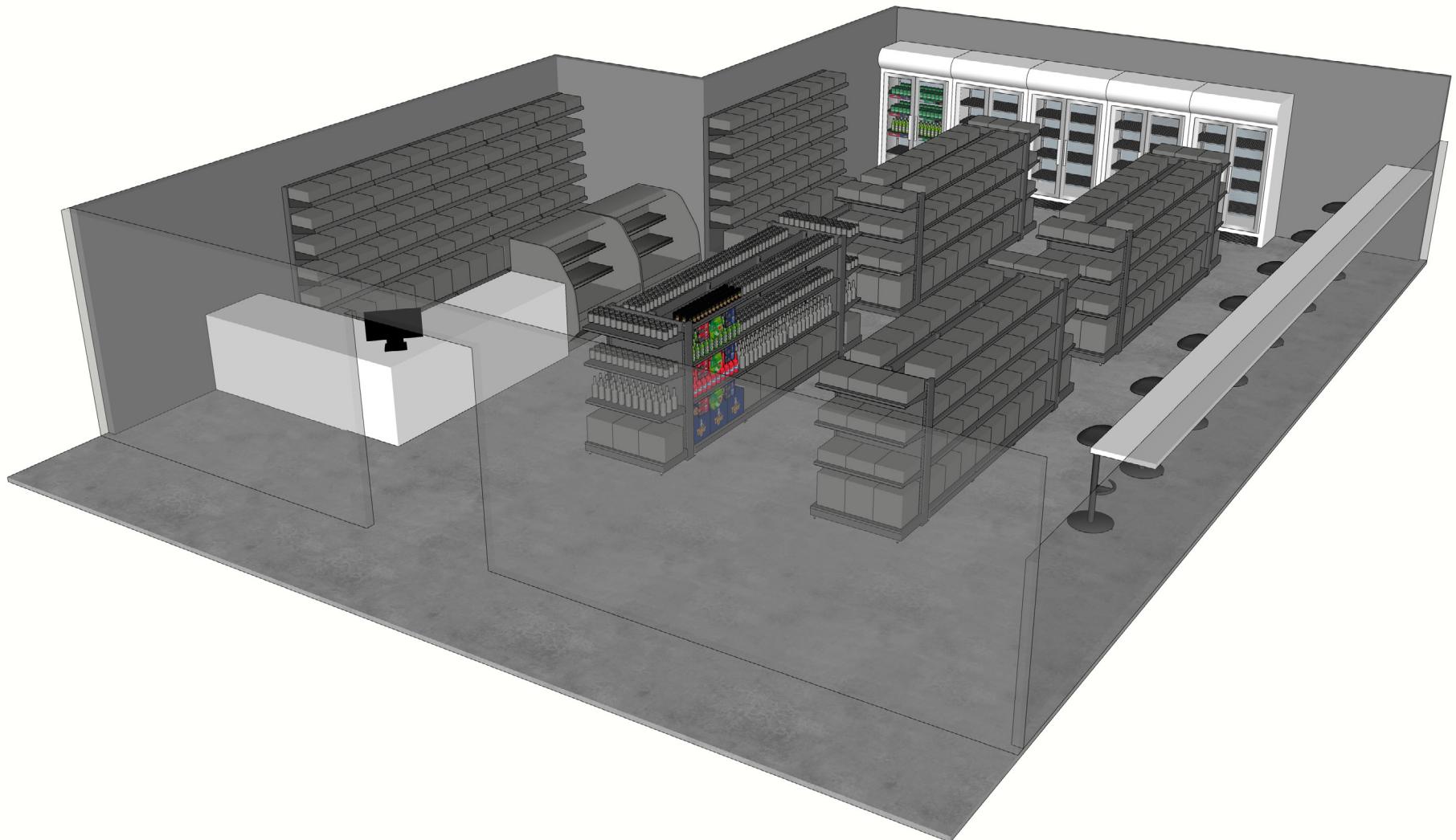


MODERN-OFF-

CONVENIENCE STORE

► PICTURE OF
SUCCESS

CLICK TO HIGHLIGHT
A ZONE

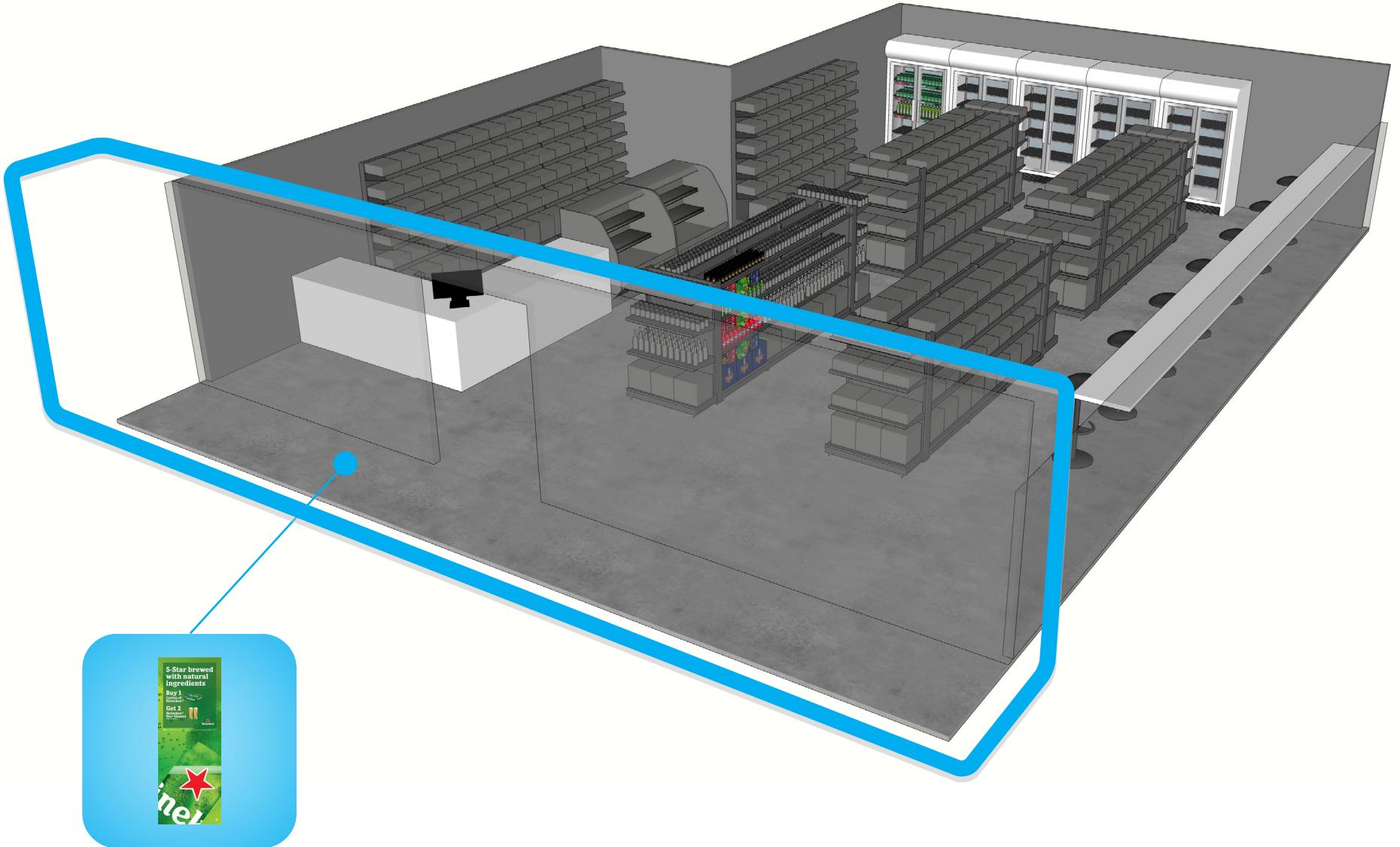


MODERN-OFF-

CONVENIENCE STORE

► PICTURE OF SUCCESS

CLICK TO HIGHLIGHT
A ZONE

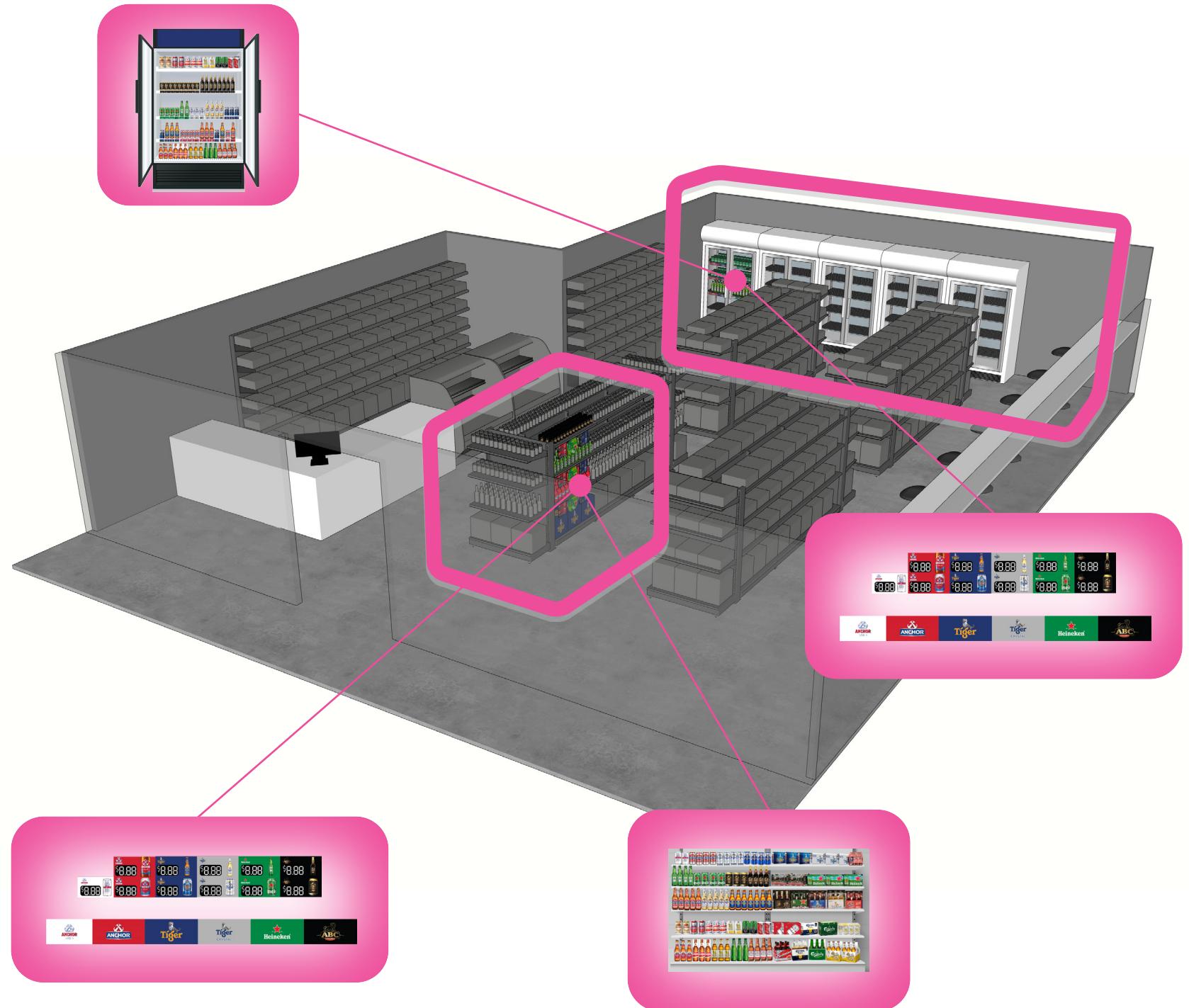


MODERN-OFF-

CONVENIENCE STORE

► PICTURE OF SUCCESS

CLICK TO HIGHLIGHT
A ZONE



LIQUOR STORE

► OVERVIEW

AREA
Urban

PRIORITY
SKU

GRADE
All



★ LEAD
BRAND



SUPPORT
BRAND



CHANNEL DEFINITION

- Located in shopping malls, main roads, middle- or higher-class neighborhood compounds
- Similar supermarket
- Provide premium affordable shopping experience
- One stop shop
- Promote trust and quality product
- Destination for drink and wine

CONSUMER PROFILE

• WHO

Working professional, people in the neighborhood looking for quick top up/shopping

• BEHAVIOR

Have beer in mind but can potentially switch, purchase beer in single & pack

• SHOPPING FREQUENCY

2-3 times/week

• AVERAGE SHOPPING TIME

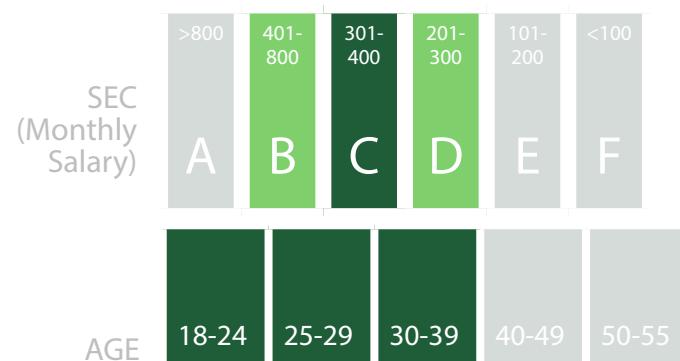
10 mins

• BASKET SIZE

2\$ 10\$



TARGET AUDIENCE



PRIORITY DRIVERS

• SHOPPER



AVAILABILITY

• CUSTOMER



FINANCIAL TERMS

SERVICE

LIQUOR STORE

► AVAILABILITY



PRIORITY
SKU
Can

MANDATORY	MANDATORY	MANDATORY	MANDATORY	OPTIONAL
 Heineken®  Bottle/Pint or Can	 Tiger  Bottle/Pint or Can	 Tiger CRYSTAL  Bottle/Pint or Can	 ABC EXTRA STOUT  Bottle/Pint or Can	 ABC RESERVE  Bottle

MAINSTREAM		ECONOMY
MANDATORY	MANDATORY	
 ANCHOR  Bottle/Pint or Can	 ANCHOR WHITE  Can	 Gold Crown Beer  Can

LIQUOR STORE

► VISIBILITY

/ LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

ENTRANCE ZONE

Outlet entrance:
opportunity to
CONNECT with
consumers and
TRIGGER brand
recognition.

PRIMARY ZONE

Primary visible Hot Spot indoors:
opportunity
to **DISRUPT** consumer choice,
INFORM consumers on brand
proposition and **CONVERT** to buy

SECONDARY ZONE

Consumers make purchase
decision: we can **INFORM**
consumers on brand proposition
and **CONVERT**
to buy

1		<ul style="list-style-type: none"> • PRIMARY DISPLAY (SINGLE/PACK AREA) <p>Share of Space $\geq 30\%$ at key level</p> <ul style="list-style-type: none"> • WOBBLER 	• ABC PALLET DISPLAY
2		<ul style="list-style-type: none"> • PRIMARY DISPLAY (CARTON AREA) <p>Share of Space $\geq 30\%$ at key location</p> <ul style="list-style-type: none"> • POSTER A4 	
3		<ul style="list-style-type: none"> • PRICE LABEL 	
4		<ul style="list-style-type: none"> • LOGO TALKER LABEL 	

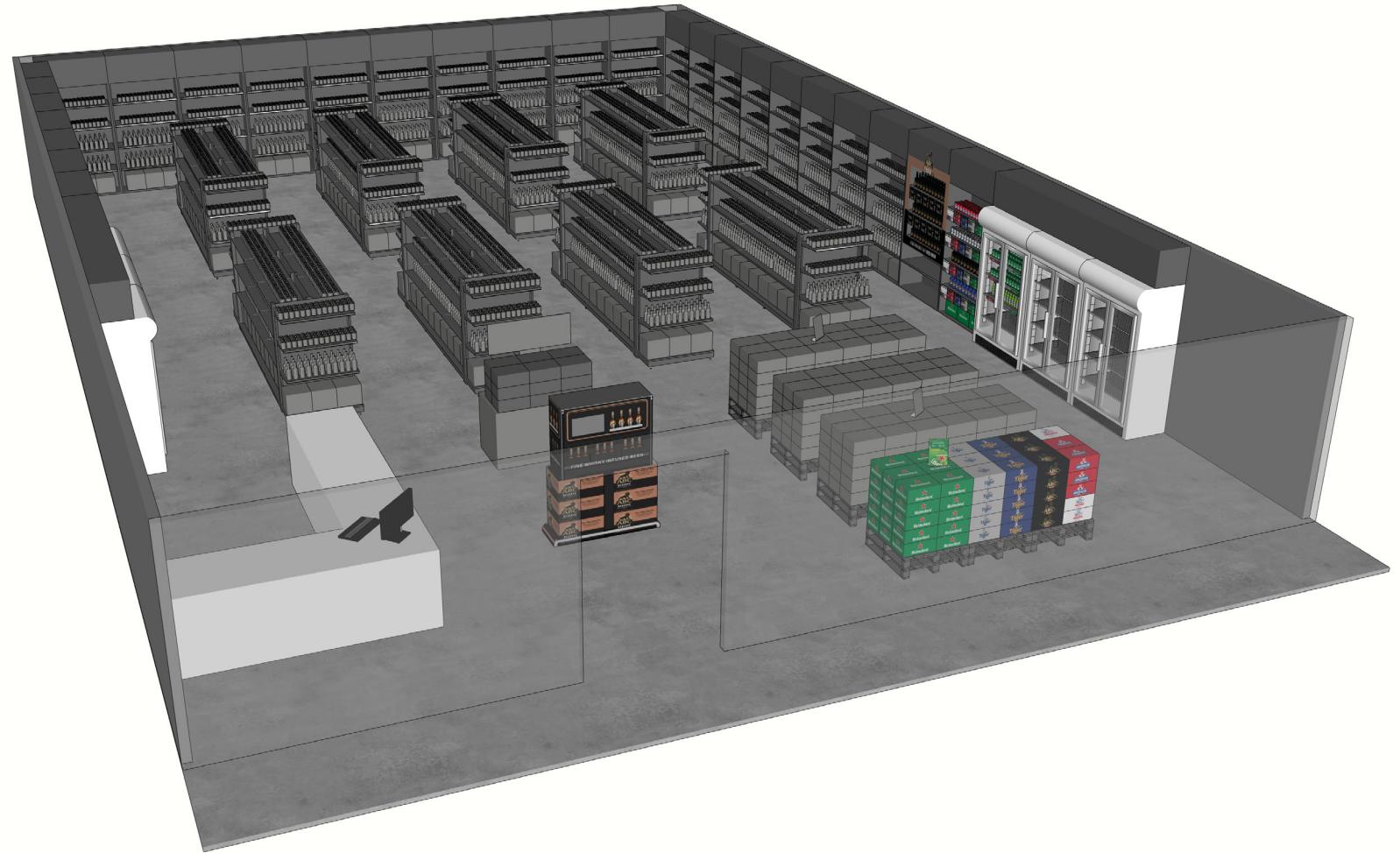


MODERN-OFF-

LIQUOR STORE

► PICTURE OF
SUCCESS

CLICK TO HIGHLIGHT
A ZONE

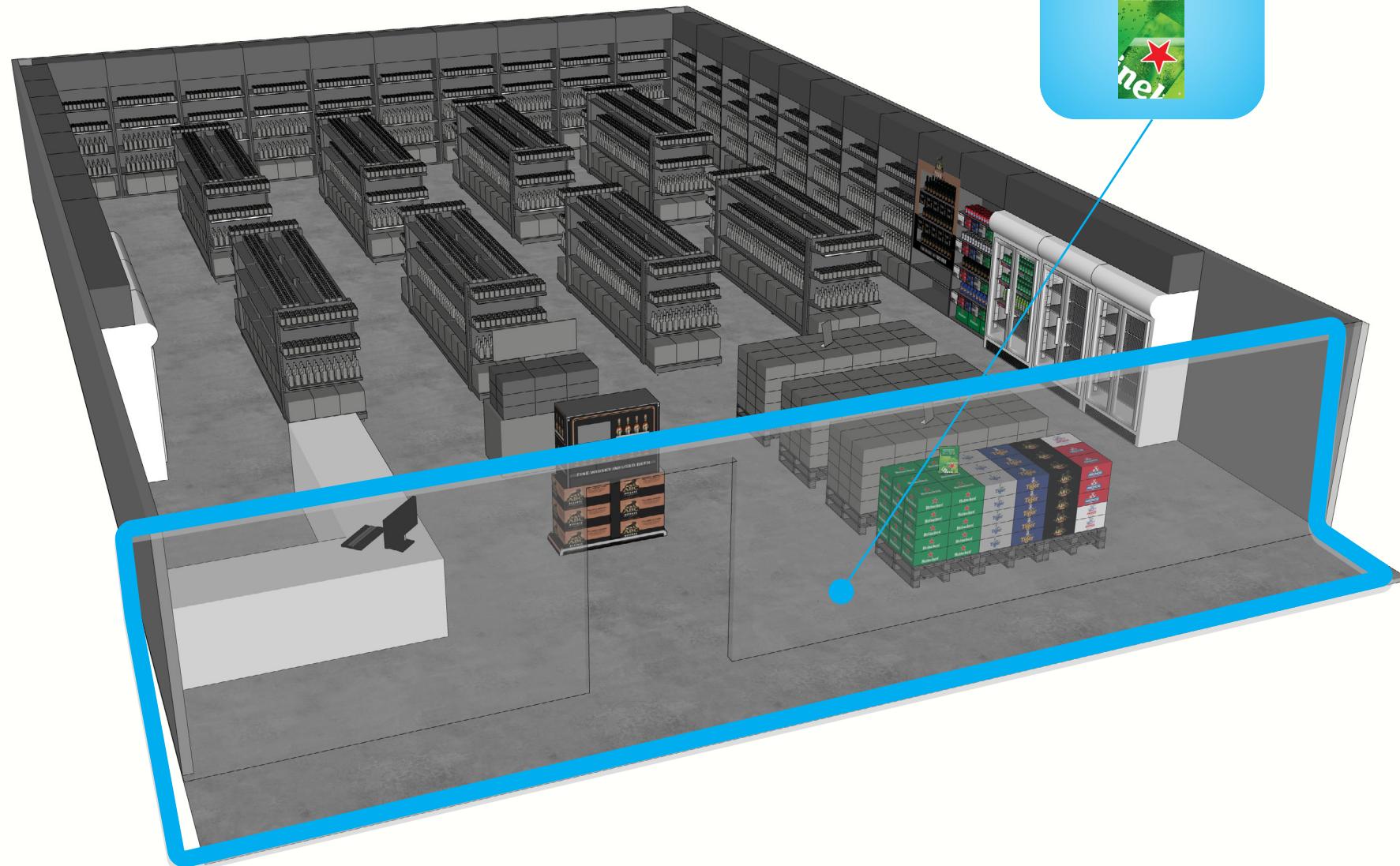


MODERN-OFF-

LIQUOR STORE

► PICTURE OF
SUCCESS

CLICK TO HIGHLIGHT
A ZONE

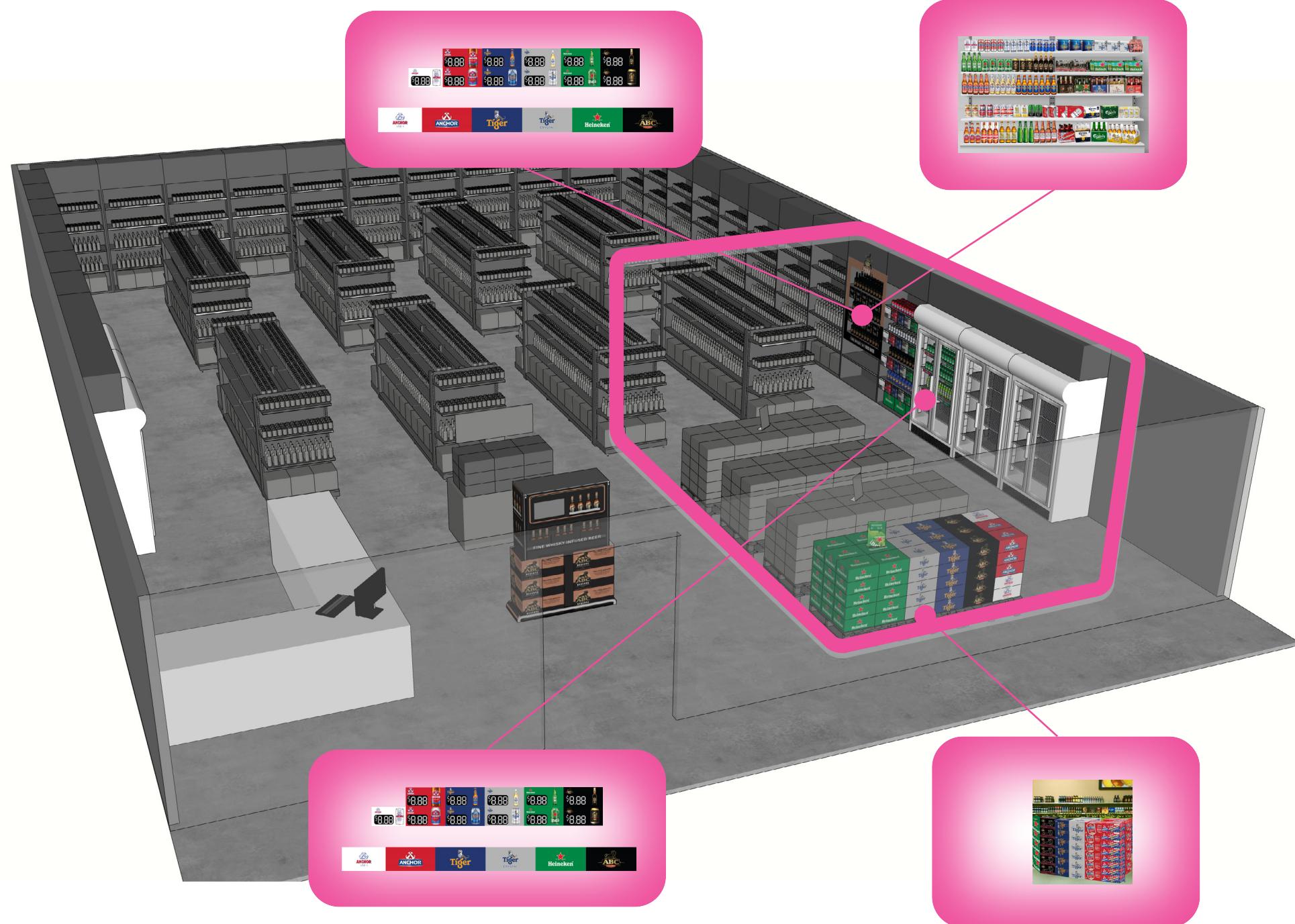


MODERN-OFF-

LIQUOR STORE

► PICTURE OF
SUCCESS

CLICK TO HIGHLIGHT
A ZONE

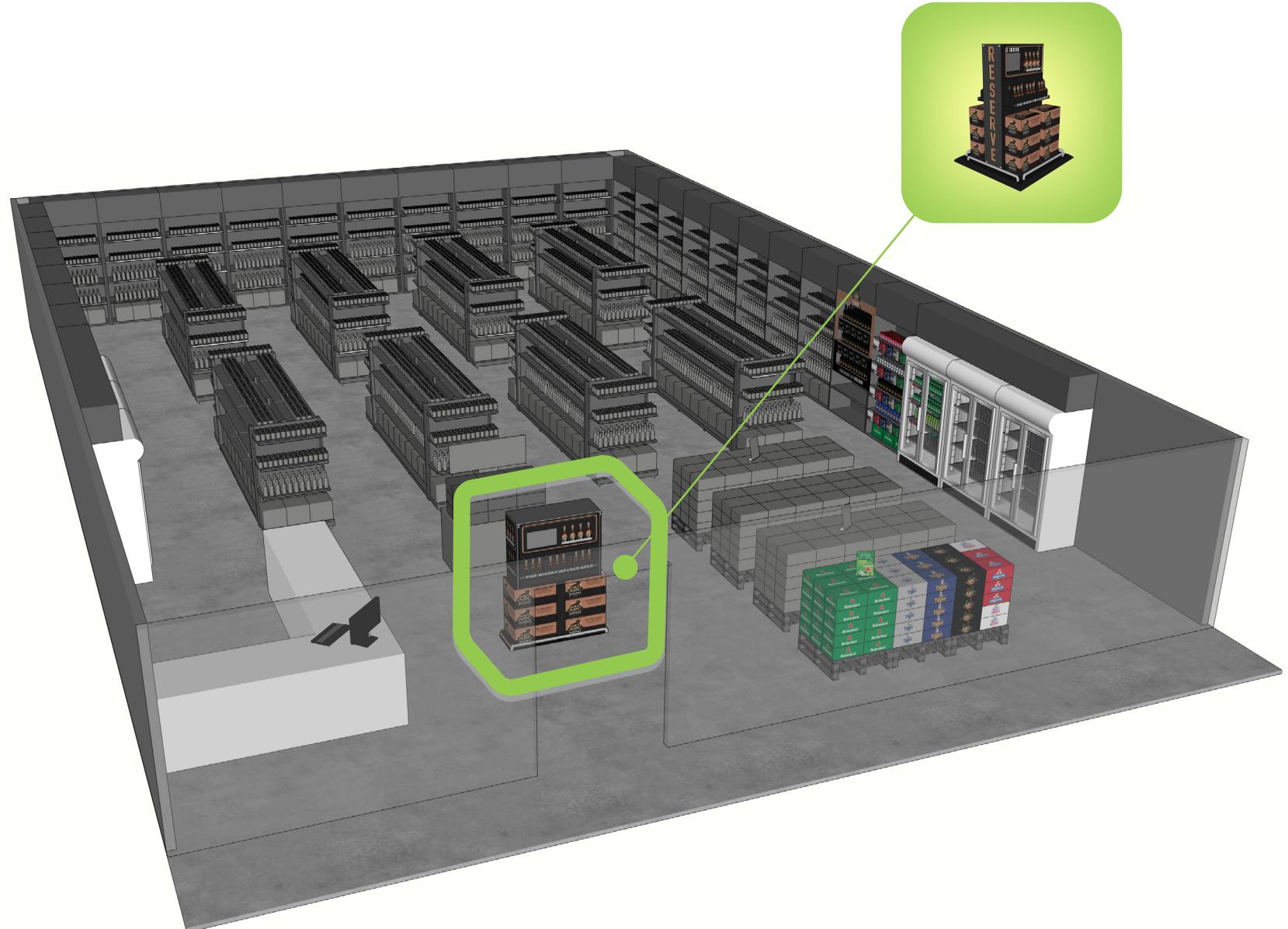


MODERN-OFF-

LIQUOR STORE

► PICTURE OF
SUCCESS

CLICK TO HIGHLIGHT
A ZONE



DRINK SHOP

► OVERVIEW

AREA
Urban

PRIORITY
SKU

GRADE
All



★ LEAD
BRAND



SUPPORT
BRAND



CHANNEL DEFINITION

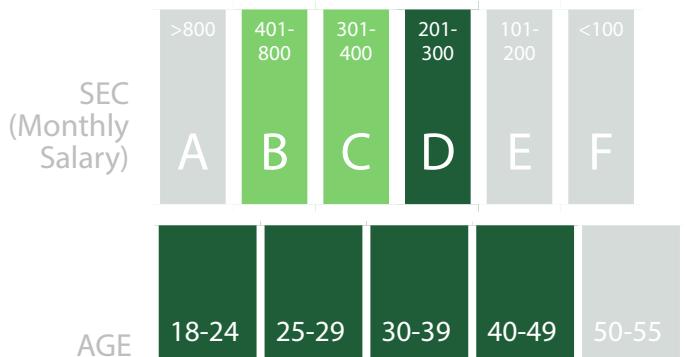
- Local shop located in neighborhoods / main road
- Drinks (Beer, Water, Soft Drink) make up at least 30% of sales and space share
- Drinks are sold in single & carton
- Carry 3-5 beer brands
- Have at least 1 cooler box / fridge
- Wide range of consumer goods available

CONSUMER PROFILE

- WHO
General people & families in the neighborhood)
- BEHAVIOR
Limited browsing, already have beer brand in mind
- SHOPPING FREQUENCY
2-3 times/week
- AVERAGE SHOPPING TIME
3 mins
- BASKET SIZE
0.5\$-15\$



TARGET AUDIENCE



PRIORITY DRIVERS

- SHOPPER



AFFORDABILITY



VISIBILITY

- CUSTOMER



FINANCIAL TERMS



SERVICE

DRINK SHOP

► AVAILABILITY



PRIORITY
SKU

Can
24x33cl

MAINSTREAM		PREMIUM	
MANDATORY	MANDATORY	MANDATORY	OPTIONAL
			
 Can	 Can	 Can	 Can
SESSIONABLE			ECONOMY
OPTIONAL	OPTIONAL	OPTIONAL	
			
 Can	 Can	 Can	

DRINK SHOP

► VISIBILITY

/ LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

ORDERING ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

• PRODUCT DISPLAY

Must display mandatory availability SKUs in front of the store



• FRONT DISPLAY

SHARE OF SPACE >50%

2

- SHOP SIGNAGE or STREET SIGNAGE,
(Good to have in Attack & Defend)



- POSTER & COOLER BOX STICKER of Lead & Support Brand or Cycle Brand



TRADITIONAL-OFF-

DRINK SHOP

PICTURE OF
► SUCCESS

CLICK TO HIGHLIGHT
A ZONE



TRADITIONAL-OFF-

DRINK SHOP

PICTURE OF
SUCCESS

CLICK TO HIGHLIGHT
A ZONE



TRADITIONAL-OFF-

DRINK SHOP

► PICTURE OF
SUCCESS

CLICK TO HIGHLIGHT
A ZONE



WHOLESALER

► OVERVIEW

AREA
Urban



PRIORITY
SKU

GRADE
All

★ LEAD
BRAND



SUPPORT
BRAND



CHANNEL DEFINITION

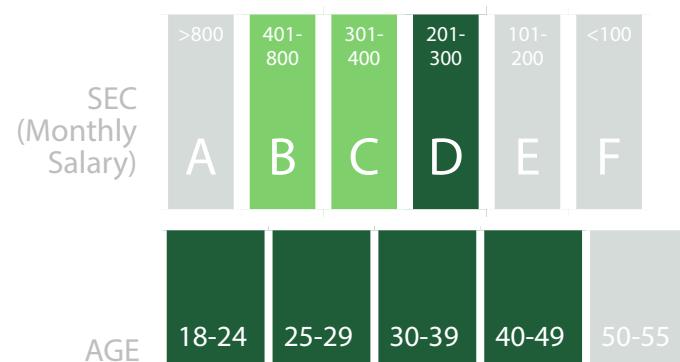
- Locate in prime location near market, busy retail areas
- Drinks are sold only in cartons
- Carry 6-7 beer brands, with only retailer price
- No Cooler Box or Fridge
- AMS: 1000-1500 cartons per month
- Focus on resale business and consumer
- Have multiple Tuk Tuk , trucks or warehouses
- Multi Category or Drinks Only

CONSUMER PROFILE

- WHO**
Drink Shop, On Trade, End Consumer
- BEHAVIOR**
Buy for re selling and consumption
- ORDER**
Planned/ pre ordered/buy on spot, already have brand & amount order in mind
- SHOPPING FREQUENCY**
Routine/When Out of Stock/ Immediate consumption



TARGET AUDIENCE



PRIORITY DRIVERS

- SHOPPER**



AVAILABILITY

- CUSTOMER**



FINANCIAL TERMS



SERVICE

TRADITIONAL-OFF-

WHOLESALER

► AVAILABILITY



PRIORITY
SKU

Can
24x33cl

MAINSTREAM

MANDATORY



Can

MANDATORY



Can

PREMIUM

MANDATORY



Can

MANDATORY



Can

SESSIONABLE

MANDATORY



Can

MANDATORY



Can

ECONOMY

OPTIONAL



Can

TRADITIONAL-OFF-

WHOLESALER

► VISIBILITY

/ LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- SHOP SIGNAGE or STREET SIGNAGE,
(Good to have in Attack & Defend)



ORDERING ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

- PRODUCT DISPLAY

Must display mandatory availability SKUs in front of the store



- FRONT DISPLAY

SHARE OF SPACE >50%

- POSTER &

COOLER BOX STICKER
of Lead & Support Brand or Cycle Brand



TRADITIONAL-OFF-

WHOLESALE

► PICTURE OF
SUCCESS

CLICK TO HIGHLIGHT
A ZONE



TRADITIONAL-OFF-

WHOLESALE

► PICTURE OF
SUCCESS

CLICK TO HIGHLIGHT
A ZONE



TRADITIONAL-OFF-

WHOLESALE

► PICTURE OF
SUCCESS

CLICK TO HIGHLIGHT
A ZONE



CHINESE WHOLESALER

► OVERVIEW

AREA
Urban

PRIORITY
SKU

GRADE
All



★ LEAD
BRAND



SUPPORT
BRAND



CHANNEL DEFINITION

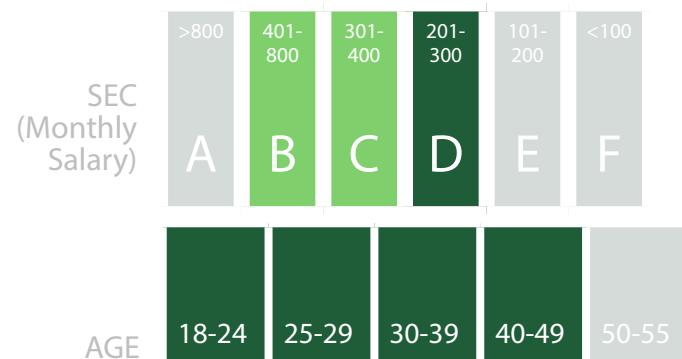
- Located on small roads near main roads
- Drinks sold in cartons
- AMS: 500-3000 cartons
- Focus on resale business
- Have vans and Tuk Tuk to deliver
- Most big Chinese Warehouses are located downtown
- Very front margin focused
- Proactively searching for end retailer through better pricing and quick service

CONSUMER PROFILE

- WHO
Drink shops, On Trade, Smaller Warehouse
- BEHAVIOR
Buy for re selling
- ORDER
Planned, pre order, already have brand & amount in mind
- SHOPPING FREQUENCY
Routine/When almost out of stock



TARGET AUDIENCE



PRIORITY DRIVERS

- SHOPPER
- CUSTOMER



CHINESE WHOLESALER

► AVAILABILITY



PRIORITY
SKU

Can
24x33cl

MAINSTREAM		PREMIUM	
MANDATORY	MANDATORY	OPTIONAL	MANDATORY
			
Can	Can	Can	Can
SESSIONABLE			ECONOMY
MANDATORY	MANDATORY	OPTIONAL	
			
Can	Can	Can	

CHINESE WHOLESALE

► VISIBILITY

/ LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- SHOP SIGNAGE or STREET SIGNAGE,
(Good to have in Attack & Defend)



ORDERING ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

• PRODUCT DISPLAY

Must display mandatory availability SKUs in front of the store



- FRONT DISPLAY
SHARE OF SPACE >50%

- POSTER &
COOLER BOX STICKER
of Lead & Support Brand or Cycle Brand



TRADITIONAL-OFF-

CHINESE WHOLE SALE

► PICTURE OF
SUCCESS

CLICK TO HIGHLIGHT
A ZONE



TRADITIONAL-OFF-

CHINESE WHOLE SALE

► PICTURE OF
SUCCESS

CLICK TO HIGHLIGHT
A ZONE

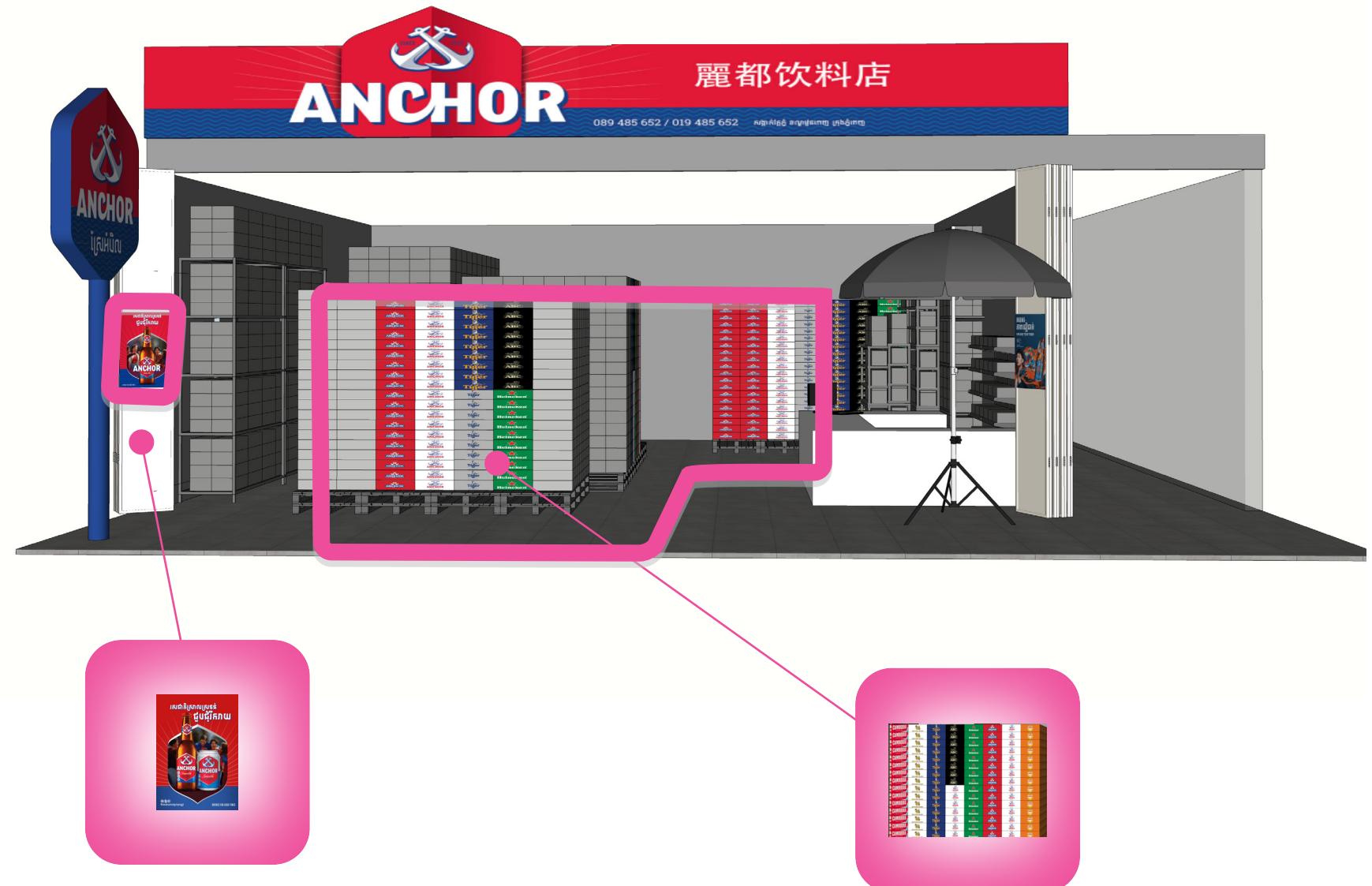


TRADITIONAL-OFF-

CHINESE WHOLE SALE

► PICTURE OF
SUCCESS

CLICK TO HIGHLIGHT
A ZONE



PORTFOLIO

Heineken®			ABC Extra Stout			ABC Reserve			Tiger			Tiger Crystal			Anchor			Anchor White		
CAN	PINT	KEG	CAN	PINT	PINT	CAN	PINT	KEG	CAN	PINT	KEG	NCP	CAN	NNCP	PINT	KEG	CAN	CAN	CAN	
		N/A														N/A				
1 CAN 330ML	1 PINT 330ML	N/A	1 CAN 330ML	1 PINT 330ML	1 PINT 330ML	1 CAN 330ML	1 PINT 330ML	1 KEG 10L	1 CAN 330ML	1 PINT 330ML	N/A	1 CAN 330ML	1 CAN 330ML	1 PINT 330ML	N/A	1 CAN 330ML	1 CAN 330ML	1 CAN 330ML		
																				
6 PACK 330ML	6 PACK 330ML	1 KEG 20L	6 PACK 330ML	6 PACK 330ML	4 PACK 330ML	6 PACK 330ML	6 PACK 330ML	1 KEG 20L	6 PACK- 330ML	6 PACK 330ML	N/A	6 PACK 330ML	6 PACK 330ML	1 KEG 20L	6 PACK 330ML	6 PACK 330ML	6 PACK 330ML	N/A		
		N/A							N/A											
24 PACK 330ML	24 PACK 330ML	N/A	24 PACK 330ML	N/A	24 PACK 330ML	24 PACK 330ML	24 PACK 330ML	24 PACK 330ML	24 PACK 330ML	24 PACK 330ML	1 KEG 30L	24 PACK 330ML	24 PACK 330ML	24 PACK 330ML						