

**BUSINESS REVIEW**  
**ASM GRIBOV DMITRY**  
**26.072018**

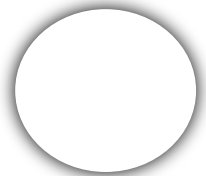


# WISE

- **YTD 5 ROUD ACCIDENT IN TEAM**
- **2 INSIDENT ON ROAD AND 3 ON THE PARKING**
- **100% INVEATIGATION IN TIME**
- **BEHAIVER AUDIT IS MISSIN TO COMPLITE CORRECTION ACTIONS**

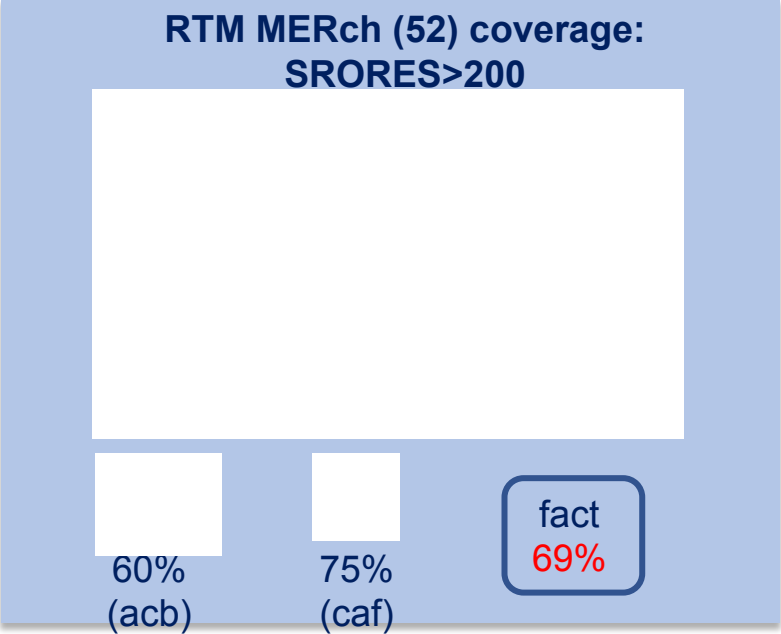
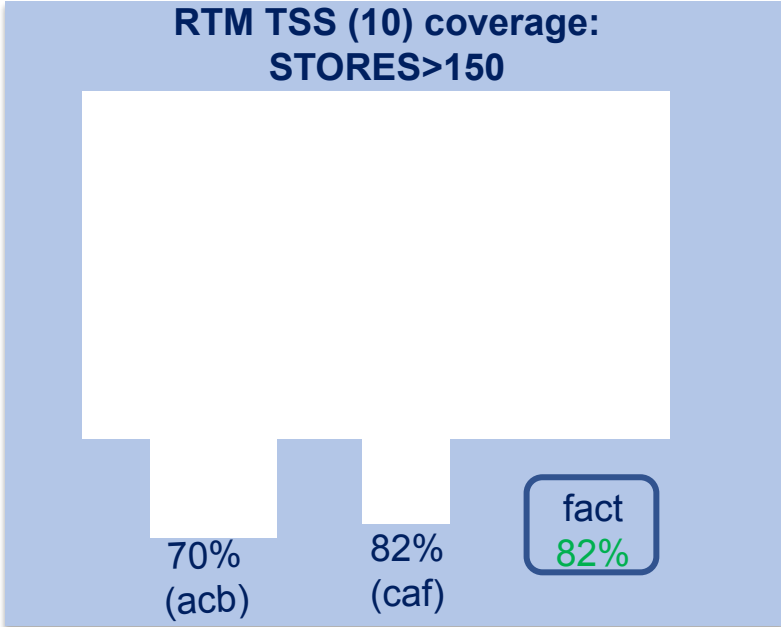
# TAEM OF EAST

average age – 24 y.o.  
average work experience – 2,6 y.



# Key impact IN ACB PYATEROCHKA 33 stores, MAGNIT 18 and perekrestok 9

## East MOSCOW



## Top 5 key account

**Sell in 2017 ASM gribov: caf ytd +4%, vg -5%**

**cfr (85%) influenced the negative indicator of may**

**5"ka" grew First month in june with negative trend vs LY**

**6 stores "eurospar" opened (ytd caf about 20 mio)**

**PYATEROCHKA NEGATIVE INPUT:  
SOUR CREAM -4,5 MIO; SPOON -3,2 MIO; CURD -1,5 MIO**

**CAF**  
7%  
(-6% vs bu)

**VG**  
-8%  
(-3% WITH bu)

**RTM**  
81%

**Influence for  
order**  
65%



# EXECUTION

**30 % OF ACB**

- FREE - / PAY -52

**65% OF ACB**

In shops 114

**15% OF ACB**

Local 14 / contract 12

**15 % OF ACB**

- FREE -27 /PAY -

**16 % OF ACB**

In 29 shops

**44 % OF ACB**

In 77 shops

# PYATEROCHKA ACTION PLAN (q3)

## product & RTM

- ORDER INFLUENCE 130 STORES (75% FROM ACB)
- OSA = 95% (now 87%)
- OVL INNO AND TOP33 = 100% per 2 week
- CORRECT RTM MODEL 15.08
- HUB IN 10 NEW STORES
- VIRTUAL STOCK = 0%
- FERRERO OSA = 100%

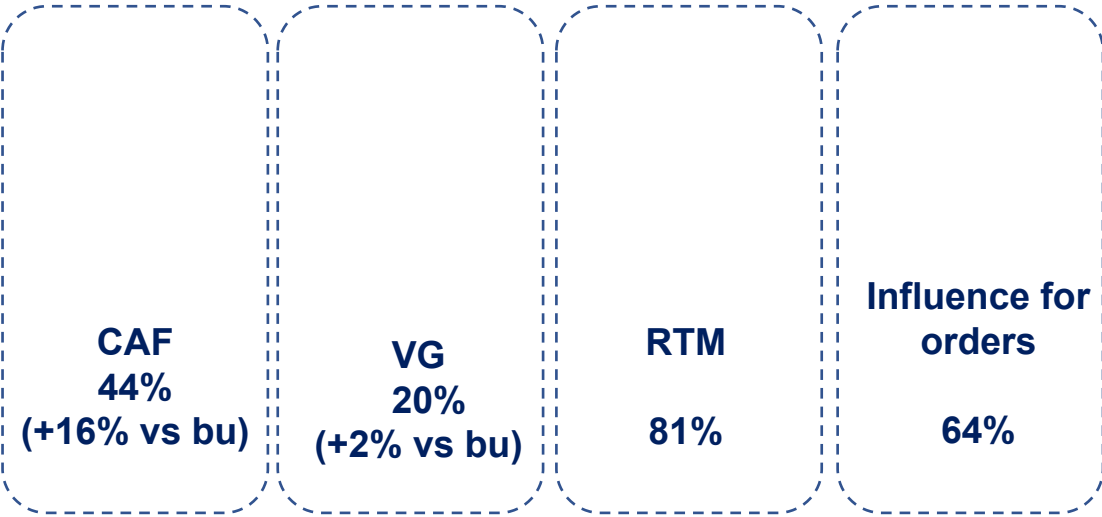
## execution

- MD "2 :1" 55 STORES (30% from acb)
- HMT: 125 STORES ( 73% FROM ACB)
- TEMA VS AGUSHA 40/60: 80 in Q3 (47% from acb)
- VISUALIZATION NEW SKU IN 100% ACB
- TOP SKU ON GOLD SHELF IN 100%
- RAKCS 40 stores

## PROMO

- FOCUS TO ALL PROMO SKU (ORDER AND VISUALIZATION)
- FRIDGE: 15 IN Q3;
- ADD PLACEMENT Q3 15
- VIRTUAL STOCK=0%

# Perekrestok: Gribov d. vs bu +21% BECAUSE OF IMPACT FROM NEW STORES



# PEREKRESTOK ACTION PLAN (q3)

## Product & rtm

- ORDER INFLUENCE 33 STORES (100% FROM ACB)
- OSA = 95% (now 91%)
- OVL and top33 = 100% per 2 week
- CORRECT RTM MODEL 15.08
- PUSH 10+1 EVERYMONTH
- VIRTUAL STOCK = 0%
- FERRERO OSA = 100%

## execution

- MD Q3 48% ON SHELF
- HMT Q3 20% ON SHELF
- TEMA Q3 MIN 40% VS AGUSHA
- VISUALIZATION NEW SKU IN 100% ACB
- TOP SKU ON GOLD SHELF IN 100% ACB

## PROMO

- FOCUS TO ALL PROMO SKU (ORDER AND VISUALIZATION)
- FRIDGE: 4 IN Q3;
- PROMO TG 5 (SHARE=100%) AND 5 (SHARE MIN 50%)
- VIRTUAL STOCK=0%

**Sell OUT 2017 ASM gribov: caf ytd +19%, vg +13%**

**KEY IMPACT FOR POSSITIVE  
DELTA IN PERFORMANCE  
BETWEEN ASM VS BU IS  
PROJECT SELL OUT  
PERFORMANCE**

# Project Sell OUT key results: TSS +28% AND BU +14% W/O HM

## EXECUTION BY TSS & TA

**22** SHOPS  
INVOLVED IN  
PROJECT OR  
**27%** OF ACB

**26%**  
CAF SHARE  
FROM ASM

CAF  
**28%**  
(+14% VS BU)

VG  
**27%**  
(+21% VS BU)

**55 % OF ACB**  
• IN 12 SHOPS

**ACB**  
• SHOPS

**+7** mln. RUR  
DURATION OF  
THE PROJECT

NEXT STEP  
**45** COVERED  
STORES &  
**38%** CAF

**9% OF ACB**  
• IN 2 SHOPS

# FORECAST

**SELL IN**

**Fy**

**+6%**

**SELL out**

**Fy**

**+22%**



