



# Insight NACS Global Product Availability Initiative 2012

**This new award will seek to benchmark and highlight global best practices in the development of better resources, behaviours and processes in the last five yards of convenience retail.**



**Both retailers and suppliers will be able to enter retailer case studies for this award. Our shortlist and final result will be decided by an expert international panel, rather than an internet vote.**

**Convenience retailers, product manufacturers and industry suppliers are required to provide a PowerPoint presentation of no more than 12 slides covering some, or any of the following criteria:**

**Overall results:** presentation of test results achieved by a retailer across all focus categories and/or in single product categories in partnership with single/multiple suppliers/manufacturers. How has the retailer maximised on-shelf product availability? What are the sales benefits and key learning points for both parties?

**Innovative process:** presentation of the new initiative in terms of any new processes established at retailer, distribution and manufacturer level.

**Category management/insights:** how has the retailer prioritised relevant SKUs/main sellers, versus local brands? How does the retailer maximise availability, whilst retaining flexibility (new categories/services/

product launches) to meet modern, diverse shopper needs? How are sales figures/trends analysed in order to optimise availability, e.g. promotions analysis. What are the impacts of seasonality, baseline vs. incremental/promotional sales, demand forecasts? How does the retailer/manufacturer balance inventory, holding cost vs. out of stocks. What KPIs are used?

**Co-operation and partnerships:** how does the retailer co-operate with the industry on maximising availability; any best practices, programmes and specific planogram approaches? To what level does the retailer work effectively with supplier, manufacturer, wholesaler or third party field forces?

**Retail staff/organisation:** how does order/replenishment process work in practice at store level?

Describe local staff skills, knowledge on solving/preventing out of stocks. Explain staff training programmes and initiatives. How does the retailer ensure continuity, (e.g. in gas station/forecourt sites the personnel behind counter changes frequently).

**Technology and data:** describe the data the retailer/manufacturer uses

and/or receives, (EPOS/scanning, local market data and trends, Nielsen, etc.). How important are automatic ordering, automatic forecasting models? What about Electronic Data Interchange, specific ICT solutions, online/internet applications?

**Note on terminology:** for the purposes of this Insight NACS Award, our definition of "product availability" equates to on-shelf availability in-store (not in the warehouse, or at the back of the store) and our definition of "out of stock" means when products are not available on-shelf for the shopper.

**Video footage featuring the availability initiative can be submitted as supporting material, if available, (footage from shortlisted retailers and suppliers will be featured in the Insight online newsletter, Global Convenience Store Focus, to facilitate global best practice in product availability).**

**Additionally, please supply a selection of colour photographs to illustrate the initiative, (not to exceed 20 images), in a second PowerPoint file. Complete the form on page 2 and include with your entry.**

**For further details on the event, please visit  
[www.insightresearch.co.uk](http://www.insightresearch.co.uk)**



**The Insight NACS Global Product Availability Initiative 2012 award will be presented in front of an international audience of leading convenience operators and suppliers at the Insight/NACS Future of International Convenience Retailing 2012 event in London, 24th – 28th September 2012**

**Entries must be submitted on CD/or via email to:**

Insight Research & Insight Conferences Ltd  
2 Severn Street, Welshpool SY21 7AB,  
United Kingdom

Telephone +44 (0) 1938 556090

Fax +44 (0) 1938 555398

**hannah@insightresearch.co.uk by 15 June 2012.**

Please supply the following details with your entry:

Name of retailer being entered

Company

Address

Telephone number

Email

Website

Name and job title of individual submitting entry

Telephone number

Email

## Judges

Entries will be judged by an international panel of top retailing, manufacturing and supplier executives and consultants. And to provide true international rigour, the panel will be co-chaired by Fiona Briggs, editor, Global Convenience Store Focus, based in the UK; and Erin Pressley, editor, NACS magazine in the US.

The international judging panel will produce a shortlist of entries for the overall award. These will be featured in the July, August and September editions of Global Convenience Store Focus and on the Insight web site. The recipient of this award is ultimately decided upon by the vote of our global judging panel.

The award will be presented at the Insight NACS Future of International Convenience & Petroleum Retailing 2012 event in London, 24-28 September 2012.



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