

ASSORTMENT MANAGEMENT STRATEGY

Fiscal year 2011-2012

CM universe	Rosé wine
CM category	Rosé wine
CATEGORY	Rosé wine

SALES TARGET	
Retail price < \$17.50	\$1 000 000
Retail price >= \$17.50	\$750 000

Average price (750 ml bottle)	\$11.84
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Calls for tenders calendar (planned)		
Exercise	Publication	Introduction to planograms (target)
C11PL1	P04 2011-2012	P04 2012-2013
C11PL2	P09 2011-2012	P08 2012-2013
C11PL3	P12 2011-2012	P08 2012-2013

Withdrawals periods (planned)		
Exercise	Withdrawals confirmed by SAQ	Withdrawals from planograms
Sales P11 2010 - P10 2011	P11 2011-2012	P13 2011-2012
Sales P01 2011 - P13 2011	P01 2012-2013	P04 2012-2013
Sales P04 2011 - P03 2012	P04 2012-2013	P08 2012-2013

Source: 13-period matrix ending P13 2010-2011
Dollar sales: regular, active and clearance products

CATEGORY PERFORMANCE BY SEGMENT

Taste tag	Price range	Nbr of active products	Nbr of active products (% of total)	Dollar sales	Dollar sales (% of total) active and clearance products	% change in dollar sales over 1 year	Index* % of total products vs. % of total sales
FSR	A. Under \$10.00	3	9.7%	\$3 255 508	5.1%	0.7%	191
	B. \$10.00 to \$12.49	3	9.7%	\$20 253 818	31.6%	31.5%	31
	C. \$12.50 to \$14.99	0	0.0%	\$606 629	0.9%	28.5%	0
	D. \$15.00 to \$17.49	0	0.0%	\$0	0.0%	0.0%	0
	E. \$17.50 to \$19.99	1	3.2%	\$3 626 351	5.6%	16.1%	57
	F. \$20.00 to \$24.99	1	3.2%	\$142 737	0.2%	0.2%	1451
Total FSR		8	25.8%	\$27 885 043	43.4%	25.4%	59
FLR	A. Under \$10.00	1	3.2%	\$1 176 333	1.8%	-30.6%	176
	B. \$10.00 to \$12.49	6	19.4%	\$10 013 657	15.6%	-12.7%	124
	C. \$12.50 to \$14.99	4	12.9%	\$4 390 769	6.8%	7.6%	189
	D. \$15.00 to \$17.49	1	3.2%	\$2 974 382	4.6%	21.4%	70
	E. \$17.50 to \$19.99	1	3.2%	\$2 940 451	4.6%	6.2%	70
Total FLR		13	41.9%	\$21 495 592	33.5%	-4.3%	125
FMR	A. Under \$10.00	1	3.2%	\$868 833	1.4%	16.0%	238
	B. \$10.00 to \$12.49	3	9.7%	\$4 580 537	7.1%	43.8%	136
	C. \$12.50 to \$14.99	3	9.7%	\$2 074 742	3.2%	26.0%	299
	D. \$15.00 to \$17.49	2	6.5%	\$6 381 197	9.9%	13.5%	65
	F. \$20.00 to \$24.99	1	3.2%	\$894 395	1.4%	-11.5%	232
Total FMR		10	32.3%	\$14 799 702	23.1%	21.2%	140
-	A. Under \$10.00	0	0.0%	-\$4	0.0%	0.0%	0
	B. \$10.00 to \$12.49	0	0.0%	\$79	0.0%	-99.9%	0
	I. \$40.00 to \$49.99	0	0.0%	\$14 229	0.0%	-96.0%	0
Total		0	0.0%	\$14 304	0.0%	-97.1%	0
TOTAL		31	100.0%	\$64 194 641	100.0%	11.8%	100

*Index over 100: the product offer is overdeveloped vs. dollar sales
Index under 100: the product offer is underdeveloped vs. dollar sales

INTRODUCTION PLAN

	Nbr of target products	Priority segments
Introduction plan	3	FSR \$12.50-\$14.99: No product in this segment to date. Trade-up and transitional segment within the taste tag.
		FLR \$15.00-\$17.49: Product offer underdeveloped vs. dollar sales. Very strong growth. Trade-up segment.
		FLR \$17.50-\$19.99: Product offer underdeveloped vs. dollar sales. Strong growth. Trade-up segment.
		FMR \$15.00-\$17.49: Product offer underdeveloped vs. dollar sales. Very strong growth. Trade-up segment.

	Exercise	Code SAQ	Description	Segment (at the analysis)	Subject file
Selected products	Transfer of catalog	10938861	Ménage à Trois rosé Folie à Deux	\$17.50 - \$19.99	Specialty transfer
	Call for tenders C11PL2		To be confirmed	\$17.50 - \$19.99	New Product

WITHDRAWAL PLAN

	Nbr of target products	Priority segments
Withdrawal plan	-3	FSR under \$10: Offer overdeveloped vs. dollar sales. Stable segment in a tag at >25%.
		FLR under \$10: Offer underdeveloped vs. dollar sales. Sharply declining segment.
		FLR \$10.00-\$12.49: Offer overdeveloped vs. dollar sales. Sharply declining segment.
		FMR under \$10: Offer overdeveloped vs. dollar sales.

The last product in each segment risks being withdrawn even if the segment is not a priority segment.

	Exercise	Code SAQ	Description	Segment (at the analysis)	Subject file
Withdrawn products	Sales P11 2010 - P10 2011	897728	Castillo de Liria Valencia rosé	Less than \$10.00	Withdrawal

SUBSTITUTION

	Exercise	Code SAQ	Description	Segment (at the analysis)	Subject file
Withdrawn products					
Selected products					