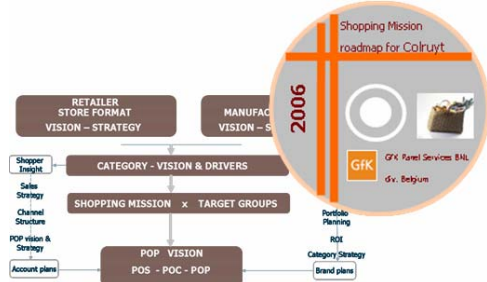




Till roll III Strategic positioning of retail formats in Belgium Shopping missions and target groups

“Given that the same individual may exhibit different shopping behaviours according to the varying circumstances in which he finds himself, it makes sense, not to target a grocery offer to specific individuals, but rather to target specific sets of circumstances in which individuals may find themselves”.



The till roll III analysis for the retailers in Belgium gives actionable insights how manufacturers can help the retailer implementing his vision on shopping missions strategy. GfK developed an international Eurolpanel model that clusters the shopping baskets to enable to gain actionable insights. GfK defined 7 shopping missions : one need Shop (general) , one need shop (fresh) , top-up shop (general) , top-up shop (fresh) , mainstream, stock-up shop, all round stock-up.

The shopping mission analysis is based upon 700.000 shopping trips per year. In the first phase (Module I) we analyse how the baskets look like in total Fast Moving. This first step reflects and quantifies the retailers vision & strategy. How important are all round stock-up purchases and all other basket types for the specific retailers. The socio-demographic profile of shopper types related to the baskets.

*Remarks :

- Module II can only be bought in combination with subscription of module I

Which categories drive the different missions for the Belgian Retailers ?

In this section (Module II) of the analysis the model provides a deeper insight on category level and related to the overall strategy of the retailer.

Deliverables :

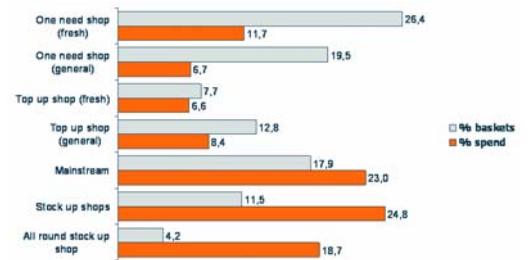
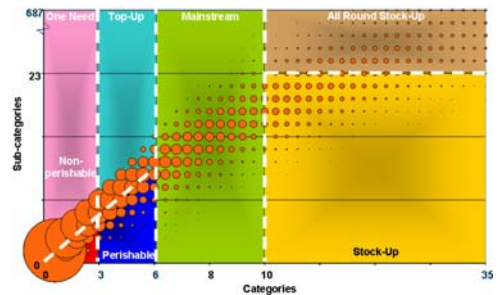
Shopping mission roadmap for the major retailers

On line web delivery via GfK4me portal :

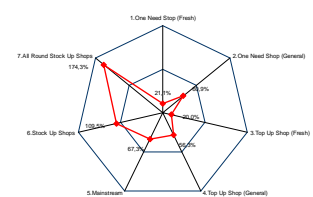
- Management summary : key facts & findings in PDF format.
- Powerpoint presentation illustrated with graphs and tables. (see table of content)
- Helpdesk by your local GfK account manager. Tel : 0032 (0)2 558 05 58

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Mission Profile Colruyt



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Table of contents

1. GfK Consumer & Shopper insights shopping mission
 - a. What's driving different trips?
 - b. The answers would be invaluable for
2. Targeting missions instead of shoppers
 - a. Category management
3. Defining shopping missions
 - a. Defining shopping mission
 - b. The 35 categories
 - c. The model
 - d. Definitions
4. Store formats and shopping missions
 - a. Importance in % baskets and in % value total Belgium
 - b. Importance in % baskets and in % value formula
 - c. Dashboard: Retailers Performance by shopping mission
5. Market shares by GfK lifecycle
 - a. Dashboard :Retailers Performance by lifecycle and region
6. Shopping missions of the most valuable consumers
 - a. Shopping mission and the lifecycle
 - b. Targeting missions instead of shoppers
 - c. The shopping mission profile
 - d. The strategic positioning dashboard market share evolution
7. The retailer dynamics
 - a. Competition and duplication between retailers and within each target group and shopping mission.



GfK Till Roll III

Shopping Missions and target Group

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