COOP WHOLESALE STRATEGY

1 WIN ON CHOICE
CUSTOMER-CENTRIC RANGING POWERED BY INSIGHT

Customer Relevance
Segmented Focus to Enable Growth with Strong Availability

2 LEAD ON INNOVATION
CHAMPION CATEGORIES AND ENSURE A COMPETITIVE EDGE

Commercial Delivery
Right Range, Pricing & Promotions with Strong NPD

3 EXECUTE RELENTLESSLY
DELIVER MARKET-LEADING ACTIVATION & EXECUTION

Propositional excellence
Strong Media and Activation with Market Leading Activity

GROWTH ENGINES
NISA 2.0
PFS

GROW MARKET SHARE TO 14%

COLLABROATING & WHOLESALE PLANNING

EXPAND OWNING SEASONAL TO EVENTS

DOUBLE DOWN ON PRICE, NPD & PROMOTION