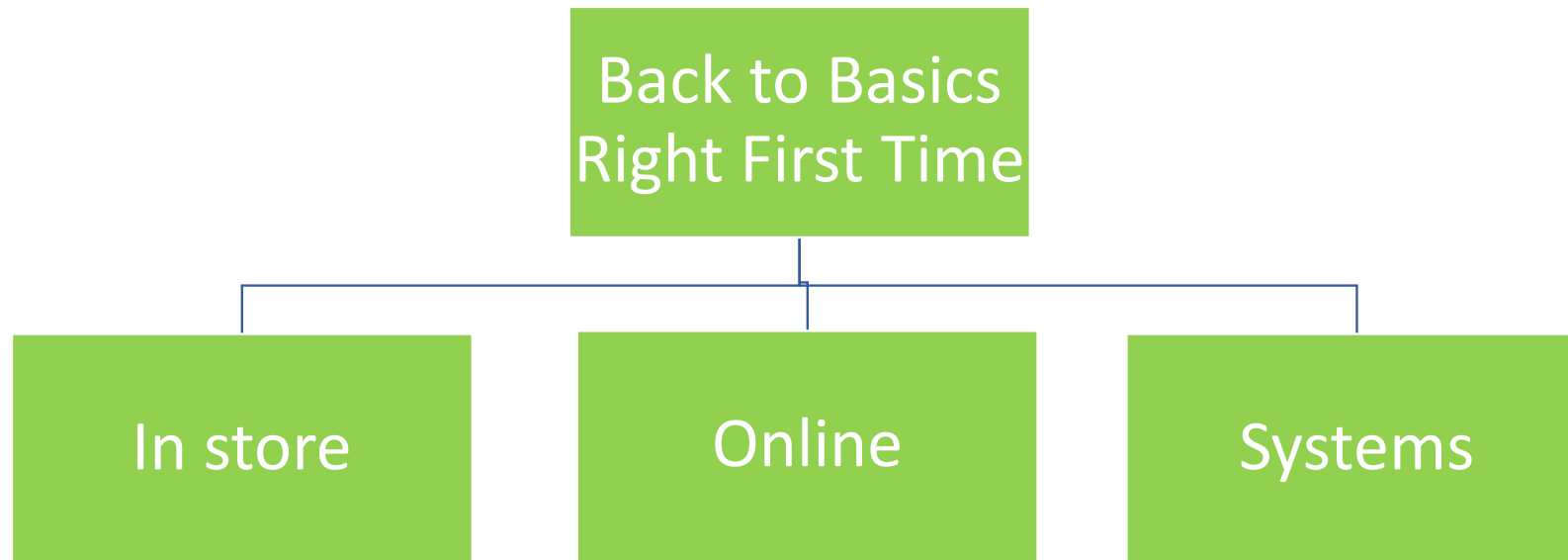


# Musgrave Shopper Insights / Tips for 2022



**Focus on right first-time approach to enhance our shopper experience**

*Musgrave*

# Right First Time – In store

- Shoppers want the right range and in the right location.
- We want to optimize the instore experience for our shoppers as best we can.
- A full in-depth audit of space in SuperValu stores is currently underway
- As an outcome of this, we will:
  - Reset our space where necessary
  - Provide store specific guidance where necessary e.g. flow of shopper journey, adjacencies
  - Expect to see improvement in range compliance & planogram implementation
- All of this work will ultimately serve to improve the shopper experience

**Reset of store space and targeted guidance to improve the shopper experience**

*Musgrave*

# Right first time – Online

- Continued focus on online in 2022 and beyond
- A thorough shopper focused online audit was conducted in 2021 (hierarchy, taxonomy, images, range gaps)
- We are already seeing the benefits of this shopper focussed online hierarchy
- As well as reviewing existing ranges, many new ranges have been added to online – This is in response to shopper requirements for a wider range choice
- Online should be a key focus of all range reviews/refreshes in 2022 to ensure we are delivering the optimum experience for our online shoppers as well as instore.
- The ask is to work with us in supporting our range calendar to achieve these goals.

Continued focus on On-line

*Musgrave*

# Right First Time – Systems - PIM

## What Is PIM?

- Platform called PIM (Product information management) is launching in our retail division.
- It provides a single place for Musgrave to collect, manage and enrich product information

## Why PIM?

- PIM enables us to connect the same products across divisions
- Delivers high quality data that is right first time, every time
- Drives efficiency in listing and maintaining product data

## When?

- PIM went live in our Wholesale and Foodservice Division in April 2021
- Due to go Live in Retail Division in April 2022

Systems are being improved to sharpen our consumer offer

# Right first-time approach benefits all key stakeholders

