



New Item Speed to Shelf

Success Story* #22 Summary:

Weekly New Item Launches

Results

- Over 1,100 stores have “Super Tuesday” merchandising blitz
- Compliance rate of almost 100% reached in last six months
- Surveying and reporting done each week to explain any deviations in execution across the chain
- Successful weekly new release execution due to diligence and superior merchandising skills

Paragraph

New product launches occur weekly in the music industry with new release merchandising blitzes every Tuesday. In one of the world’s largest retailers, over 1,100 stores have this “Super Tuesday” merchandising blitz. Over the last six months, a reset compliance rate of almost 100% has been reached in these stores. This process is supported by a surveying and reporting structure to explain any deviations in execution. This has led to very successful weekly new release execution within the chain.

*** Please Note:** Percentages and dollars are approximations of estimated benefits for illustration purposes only. Each client situation is unique and this is not intended as a guarantee of a specific outcome. Company names, names of individuals, financial and other details may have been changed in order to protect client confidentiality. Please contact us for details and a client contact for verification prior to making a decision based on success story information. **For more information, contact Tom Ingram at 972-394-5736 or tom.ingram@handleman.com**