



Channel Meeting

December 2021



IGA Merchandising Update

Introducing

Joel Zamek

Head of Merchandising and Supplier Engagement

IN THIS PRESENTATION

- About Me
- Merchandise Focus 2022
- Tobacco Strategic Review
- Being Covid Ready
- Community & Co
- Other Items

WHO IS JOEL ZAMEK....



Professional Background

- 7 Years working with independents as a supplier:
 - Sales Rep
 - Key Account Manager
 - National Business Manger
- 8 Years working with the IGA brand with Australian Liquor marketers:
 - Category Manger
 - National Merchandise Manager
 - General Manager Merchandise/Marketing





SYDNEY SWANS



BROWNS



SYDNEY
FC



PORTLAND
TRAIL BLAZERS



MERCHANDISE FOCUS 2022

MERCHANDISE FOCUS 2022

ALIGNMENT

SIMPLICITY

CLARITY

MERCHANDISE FOCUS 2022

“MAKE RETAILING EASIER”

TOBACCO REVIEW

TOBACCO REVIEW

Goal

To deliver a tobacco strategic plan that will ensure that retailers within TIR are best equipped to handle changes in market conditions and succeed long term in the areas of revenue and profit.

Why

Tobacco currently represents a major % of TIRs wholesale and retailers value and is showing signs of decline in performance (wholesale sales), if this trend continues it will directly challenge the viability of a large % of the TIR membership.

How

Perform a review of everything that is currently happening in the tobacco category with our retailers, suppliers and TIR, then we will find out what our desired state looks like and finally put a plan together on how to achieve it.

Who

Project will be led by Joel Zamek Head of Merchandise & Supplier Engagement and will draw information from 3 groups.

Retailer Contributors

- Large Retailer
- Medium Retailer
- Small Retailer

TIR Contributors

- Merchandise
- Promotions
- Operations

Supplier Contributors

- BATA
- Phillip Morris
- Imperial

RETAILER FOCUS GROUP

Price changes for all companies to change at the same time. It is totally confusing when prices change at different times especially when monthly promotions are concerned ie different starting and finishing dates ,the manual gapping of Specials for a few days.

Suppliers offering over and above deals once they find out what there opposition price is S%#T, we should be getting the best deals from the suppliers and no over and above's should apply. This will make sure the suppliers give TIR the best prices not giving individual retailers a special price to one retailer and a different price to a retailer close by. Yes i understand tier 1 and 2 pricing.

Just ensure price changes promos all line up on same days to make it easier to implement instore

Retailer Feedback

- Get me better deals, why do I have to do it at store level?
- Promos are confusing, its messy
- It's become harder to make money off Cigs

SUPPLIER FEEDBACK

The TAS market is now a more competitive place and we struggle to keep TIR competitive based on the current promotional cycle.

Field top ups are the norm , we are keen to invest more through TIR if we can see value in doing so.

There is very little clarity around when things are due and when things go to stores , we seem to be scrambling each month , which is partly our fault with pricing but without a full year consistent cycle it makes it hard for use to educate internally.

There is inconsistency in the tobacco offer through the network we are keen to lift standards and invest in the network if we can get some wins in other areas.

Supplier Feedback

- Keeping TIR competitive is a challenge
- Promotional timings are messy
- We have more to invest, but we need confidence in execution to do so

TOBACCO REVIEW

Retailer Feedback

- Get me better **deals**, why do I have to do it at store level?
- **Promos** are **confusing**, its messy
- It's become **harder to make money** off Cigs

Supplier Feedback

- **Keeping TIR competitive** is a challenge
- **Promotional** timings are messy
- **We have more to invest**, but we need confidence in execution to do so

What now?

- **Make Tobacco promotions less complex.**
- **Find a way to get better deals.**
- **Build confidence with suppliers to unlock greater investment**

TOBACCO REVIEW

FROM

- Calendar month promotions
- Individual communication for each supplier
- Promotions set for the month with store level deals from suppliers occurring all the way through

TO

- 13 x 4 week promotions
- 1 TIR Promotional communication
- Limited products to receive a top up deal if required halfway through the promotion

Changes to commence March 1st 2022

COVID RELEVANT MERCHANDISE

COVID Relevant Merchandise Available From SIW

- Face Masks
- Rapid Test Kits
- Hand Sanitizer

Get Ready and Buy Now

COVID SUPPLIES AVAILABLE VIA SIW

FACE MASKS								
Store Prd	Product Image	Size	RUM	RQPU	Wsl	GST	pf01	APN
222455	BLACK FACE MASKS REUSE/WASHABLE	1	EA	360	\$1,015.80	10	\$5.00	9336153096128
222092	BLUE ADULT FACE MASKS 3 LAYERED DISPOSABLE	10	PK	200	\$1,015.80	10	\$10.00	9347563024519
222324	BLACK ADULT FACE MASKS 3 LAYERED DISPOSABLE	10	PK	200	\$1,015.80	10	\$10.00	9347563024588
222359	BLUE KIDS FACE MASKS 3 LAYERED DISPOSABLE	10	PK	200	\$1,015.80	10	\$10.00	9347563025103



RAPID ANTIGEN TEST KITS								
Store Prd	Product Image	Size	RUM	RQPU	Wsl	GST	pf01	APN
240311	COVID19 RAPID ANTIGEN SALIVA TEST KIT	2	PK	12	\$235.02	10	\$30.00	9359051000035
226042	SARS COVID19 RAPID ANTIGEN NASAL TEST KIT	2	PK	10	\$179.34	10	\$30.00	0860006498535
225859	SARS COVID 19 RAPID ANTIGEN NASAL TEST KIT	5	PK	10	\$328.53	10	\$50.00	0860006498511



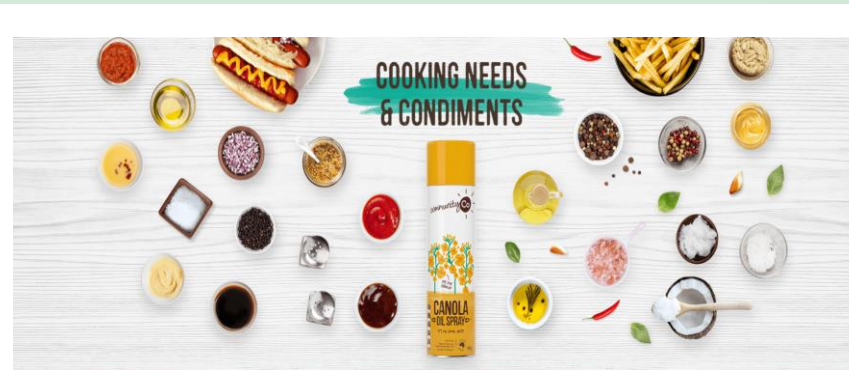
HAND SANITISER								
Store Prd	Product Image	Size	RUM	RQPU	Wsl	GST	pf01	APN
232179	SOFTMED HAND SANITISER	100	ML	100	\$185.40	10	\$2.49	0735850814193
232207	ISDC HAND SANITISER	500	ML	24	\$72.00	10	\$3.99	9347431000720
238545	SOODOX VYTAL ANTI BACTERIAL HAND SANITISER	100	ML	72	\$186.30	10	\$3.49	0746935800666
238764	SOODOX VYTAL ANTI BACTERIAL HAND SANITISER	250	ML	35	\$169.50	10	\$6.49	0746935800536
245120	EKONG BELL HAND SANITISER GEL	100	ML	120	\$222.10	10	\$2.49	6971861157940
245438	KREE HAND SANITISER	500	ML	24	\$72.00	10	\$3.99	6971861157711



Introducing COMMUNITY & CO

Community & Co

- ✓ Circa 80 lines covering cooking needs, confectionary, cordials, spreads & biscuits.
- ✓ 3 Drops, Drop 1 arriving early 2022.
- ✓ Sales of Comm & Co will build a charity fund to support causes through out the network.
- ✓ Exclusive to the IGA network



OTHER FOCUS ITEMS FOR 2022

Expected Substantial Supplier Price Rises

Ranging Reviews and Excessive SKU Ranging Clean Ups (SIW)

Container Deposit Levy