




Insights by RADI AN



## Are You Effectively Executing A Core Assortment?

Seemingly everyone is seeking a customized experience. Retailers can easily fall into the trap of trying to be everything to everyone. Regardless of the shifting marketplace, a *simple tenet* still holds true:

## 80% of your business comes from 20% of your products.

Without a proper approach, retailers are at risk on several aspects. Most organizations tend to miss the mark in one or more areas:

- **Identification** of core items to be carried in all stores.
- Targeting **relevant** cluster or ethnic overlays.
- **Alignment** between Merchandising and Store Operations.
- Appropriate tools and resources to manage the process.

Our experience suggests leveraging a Core Assortment delivers immediate and long-term impact to a category, department and store, especially within fresh meat:

*Results of Core Assortment Implementation*

	Category Improvements
<b>Sales</b>	<b>+ 1% to 2%</b>
<b>Volume</b>	<b>+1.5% to 2.5%</b>
<b>Shrink</b>	<b>-15% to 35%</b>
<b>Execution</b>	<b>+15% to 25%</b>
<b>In-Stocks</b>	<b>+5% to 15%</b>

Allow National Beef® and Radian industry experts to work with you to develop and track the correct Core Assortment for your Meat department