

WHAT IS PARTNERS FOR GROWTH?

Partners for Growth is independent and fair advice that has been compiled for convenience retailers by Unilever's convenience category experts. It is based on the shopper research and convenience sales data that has helped Unilever build some of Britain's best known brands.

ARE YOU LOSING OUT?

Partners for Growth aims to benefit retailers, consumers and manufacturers by addressing the estimated £1.2 billion² lost by the sector each year when shoppers cannot find what they want in-store.



WHERE TO FIND OUT MORE

To see what Partners for Growth can do for your business and find further advice, planograms and best seller lists for all the core convenience categories go to our website at the address below.



Partners for Growth
Independent and fair advice for convenience retailers

on HOUSEHOLD

While household care products offer convenience retailers a great sales opportunity, the ever increasing range of brands and variants can be confusing. We recommend you use the steps below as a guide to help build sales in your store.

Make products easier to find

Help your shoppers find the fixture by using clear signage and merchandising.

Divide products into areas of the home

Customers tend to shop for household products by rooms in their home, so we recommend you divide your fixture into areas of the home and keep similar formats together within those areas.

The top twenty biggest selling household SKUs ¹	
1. Domestos Bleach Liquid Thick 750ml	11. Dettol Antibacterial Spray Green Apple 500ml
2. Mr Muscle Sink & Plug Liquid Gel 500ml	12. Mr Muscle Oven Cleaner Spray 300ml
3. Dettol Antibacterial Spray 500ml	13. Mr Muscle Window Spray Vinegar 500ml
4. Dettol Disinfectant Liquid Brown 500ml	14. Parozone No Spill Bleach Liquid Thick 750ml
5. Flash Guard All Purpose Cleaner Lemon 500ml	15. Domestos Bleach Liquid Pink Power 750ml
6. Flash Guard All Purpose Spray with Bleach 500ml	16. Flash Guard Bathroom Spray 500ml
7. Harpic Duraguard Toilet Cleaner Liquid Gel 750ml	17. Domestos Bleach Liquid Thick Sunfresh 750ml
8. Toilet Duck Active Liquid Gel Fresh 750ml	18. Flash All Purpose Liquid Lemon 500ml
9. Cif All Purpose Cleaner Cream Lemfresh 500ml	19. Cif All Purpose Cleaner Cream 500ml
10. Cillit Bang Grime & Lime Bathroom Spray 750ml	20. Flash Wipe All Purpose Cleaner Wipe Lemon 40ct

Source: 1. IRI 52 w/e Feb 23 2008 2. HIM 2008



Suggested Planogram for 500sq ft store

Branded products attract

When it comes to household, shoppers prefer brands and are willing to pay a higher price for items they need at short notice.

Merchandise for a bigger spend

Put cleaning tools such as cloths and sponges next to items they will be used with, for example, bleach or bath cleaner.

Place the bulk at the bottom

We recommend large bulky packs are located at the bottom of the fixture where the shelf is deepest.

Give more space to best sellers

Washing up liquid and bleach are amongst the biggest sellers so make sure they have the most space to ensure availability. To provide shelf stand out and help customers find what they are looking for, double face key brands.



Suggested Planogram for 1000sq ft store



Mr K Patel, Faraways Drug Store
Crystal Palace, London

THE RETAILER'S VIEW

"Partners for Growth made a real difference to our business. Using both the planogram and the best sellers list in our household section has helped our customers find what they want straight away. We now stock the products that are in demand and in turn our sales have increased by 15%. We would definitely recommend the advice to other retailers."

ACS ENDORSED

"In developing the Partners for Growth programme, Unilever has made a specific commitment to share their extensive knowledge and research of the convenience sector with convenience retailers. It is a great example of how retailers and manufacturers can work together to ensure retailers have the right range and availability to grow sales in their store."



James Lowman
Chief Executive, ACS

For more information visit us at:

partnersforgrowth.unilever.com

