

## 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 billion<sup>6</sup> in missed sales opportunities for 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 TOILETRIES

We all use toiletries and with good margins it's no wonder the category is important to convenience retailers. We recommend you use the steps below as a guide to help build sales in your store.

### Let people know you stock toiletries

Many shoppers don't realise they can buy toiletries at their local store, so place them where they can be seen. If space allows, put them near the tills.

### Use POS to signpost fixture

Shoppers are often in a hurry and need to find what they want quickly. Try using window posters to advertise your range as well as in-store signage and POS.

### Place best selling lines at eye level

You can help to maximise sales of your best selling lines if they are placed at eye level on the fixture.

### Divide fixtures into sections

Organising different product groups into sections across the shelves helps shoppers quickly find the product they want. Men, in particular, are more comfortable if their products are separated from women's ranges.

### Stock the bestsellers

With limited space and so many products to choose from, what do you stock? Quite simply, the top brands in each sector.

### Block vertically by brand

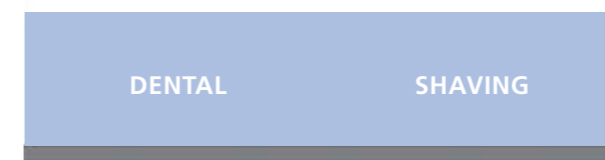
People are very loyal to particular brands. So keep shelves full and double face the best selling lines, even if this means removing some slower selling brands.



Suggested Planogram for 500sq ft store

Best Seller List Split by Product Group <sup>2</sup>	
Body	Bar soap
Dove Summer Glow Normal Lotion 250ml	Palmolive Unisex Bar Creme 400g
Johnsons Holiday Skin Normal Lotion 250ml	Dove Cream Bar Unisex Bar Cream Oil 200g
Palmer's Cocoa Butter Formula Lotion 250ml	Dove Cream Bar Unisex Bar Fresh Touch 200g
Hand	Shampoo
Vaseline Intensive Care Hand & Nail Dry Lotion 75ml	Elvive UV Filter 250ml
Neutrogena Norwegian Formula 50ml	Neutrogena T/Gel Normal/Regular 125ml
Nivea Hand Q10 Age Defying Creme 100ml	Wash & Go Normal/Regular 300ml
Bath Liquid	Conditioner
Radox Herbal Bath Unisex Liquid Muscle Soak 500ml	Elvive UV Filter 250ml
Johnsons Baby Bath 500ml	Pantene Pro V Normal Regular 400ml
Dove Cream Bath 500ml	Clairol Herbal Essences 400ml
Shower	Female/Unisex Deodorants
Lynx Gel Africa 250ml	Sure 24hr Intensive 250ml
Radox Male Gel For Men 250ml	Dove Unisex Roll-on 50ml
Radox Unisex Gel Active 250ml	Male Deodorants
Liquid soap	Lynx Africa Body Spray 150 ml
Carex Kitchen Unisex Liquid Original 250ml	Lynx Vice Body Spray 150 ml
Palmolive Naturals 300ml	Lynx Dark Temptation Body Spray 150 ml
Radox Handwash 300ml	

Source: 1. HIM 2008 2. Based on IRI Value Sales 52 w/e 23 Feb 08



Suggested Planogram for 1000sq ft store



Mr Panch, Chequers Way PO & Store Palmers Green, London

## THE RETAILER'S VIEW

"After totally refurbishing our store last year we decided to take the advice from Partners for Growth. We needed to replan and re-stock all our shelves, and the planograms were especially useful. In the toiletries section, we have found a 15% increase in sales and are very pleased with the results."

## 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](http://partnersforgrowth.unilever.com)

