



# Household Cleaning: 1 Shelf



## Planogram Product List

| Position | Product  | Segmentation |
|----------|--|--------------|
| 1        | Domestos Bleach Original 750ml                               | Bleach       |
| 2        | Harpic Toilet Cleaner Power Plus Max Citrus Fresh 750ml      | Toilet       |
| 3        | Domestos Rim Block Power 5 Ocean x1                          | Rim Block    |
| 4        | Flash Bathroom Spray 500ml                                   | Bathroom     |
| 5        | Cif Multipurpose Cream Lemon 500ml                           | Multipurpose |
| 6        | Cif Kitchen Spray Power & Shine Orange & Tangerine Oil 700ml | Kitchen      |
| 7        | Dettol MP Spray Antibac Surface Cleanser Original 500ml      | Multipurpose |
| 8        | Flash Multipurpose Wipes Wipe & Go Lemon 40s                 | Multipurpose |
| 9        | Cif Floor Cleaner Ocean 1l                                   | Specialist   |
| 10       | Mr Sheen Polish Spring Fresh 300ml                           | Polish       |
| 11       | Fairy Washing Up Liquid Original 433ml                       | Dishwash     |

All recommendations are for review by the retailer, who remains free to determine their own range and space arrangements at all times.

