

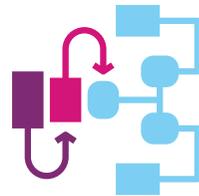
# RANGE PLANNING CHECKLIST

## HAVE YOU SET THE RIGHT FOUNDATIONAL CAPABILITIES TO DELIGHT YOUR CUSTOMERS?



### 01. CONCEPT

- Strategic goals** clearly communicated through all levels, including channel and category roles
- Past and current performance analysis** combined with future trends forecasting
- Customer missions and segmentations defined** using deep consumer insights
- E2E propositions** developed to meet customer missions



### 02. PLAN & ASSORT

- Standardised tools** established for range and assortment planning across category teams and channels
- Plans aligned** to customer missions/segmentations
- Promotions, discounts and product flow agreed** across functions and reflected in margin calculations



### 03. BUY

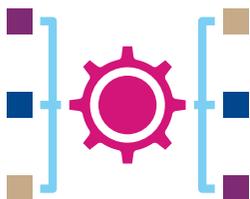
- Timely reviews** in place to confirm buy quantities based on latest data inputs
- Rigorous controls** in the process between range plan, product setup and generating purchase orders
- Expedited and simplified supplier and product setup processes** to enable speed to market



### 04. MEASURE

- Reports and dashboards reviewed and consolidated** to provide common insights
- Feedback loop** to capture and input customer and performance data into ongoing planning cycles
- Progress against strategic outcomes assessed** across category/brand/channel teams

### 05. STRUCTURAL CAPABILITIES



- Metrics aligned** across category, brand and channel teams, with shared metrics for common outcomes
- Cross-functional teams mobilised** around key customer missions / propositions
- Differentiated product pipelines** established to enable varying planning and development cycles for product innovation and responsiveness
- Centralised calendar management** with clear controls to ensure ranging inputs are available on time and process timescales are adhered to
- Major sources of data inaccuracy identified and resolved** through increased controls, process simplification and/or tactical automations