

# **Unilever Australasia**

## **On-Shelf Availability and Data Accuracy Evaluation**

**May 2009**

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### **Purpose:**

Evaluate the level of accuracy of Woolworth's (WW) store inventory reporting system and determine Unilever's On-Shelf Availability (OSA) of a selection of items across the portfolio (Home and Personal Care, Foods, Spreads, Ice Cream).

Whilst the trial provided a snapshot of OSA within the selected stores, a key part of the trial was to determine the accuracy of WW's store processing and inventory reporting systems. If found to provide sufficient accuracy, this data source may be useful for future OSA analysis and modeling.

### **Scope:**

Five stores in the Sydney metro area were monitored and analysed. Different size stores were selected as well as a range of different formats (current format stores, a renovation in-progress store, and an older format store).

Stores were counted twice daily (before 9am, after 4pm) and were compared to WW's beginning-of-day On-Hand number at Store/Item/Day level. Items were counted at the shelf, on shelf capping, in promotional locations, and in the back storage room to get a total store number. Shelves were only monitored; no attempts were made to fill gaps on shelf.

Thirty-nine items across Unilever portfolio (15 HPC, 13 Foods, 9 Spreads, 2 Ice Cream) were monitored.

### **Results:**

#### **Inventory Record Accuracy**

Accuracy varied by store and by day of the week. However, the overall accuracy of Unilever counts versus WW's reported numbers was in excess of 90%. This result would suggest that there is sufficient accuracy in the WW's data to consider using for future OSA work. It should be noted however, that the inventory numbers are a reflection of in store availability & not OSA. The OSA result will still be dependent on support systems and processes in store.

#### **On Shelf Availability**

Not surprisingly, most out of stocks at shelf level occurred either on weekends and/or during promotional periods. There were a small number of instances where stock was on the capping or off located, but not on shelf. These were not significant. Overall, the measured OSA was greater than 98%, which is an excellent result and indicates performance approaching world class.

Although performance is very high, the opportunities going forward are to sustain the high levels of in-store availability and improve shelf availability whilst smoothing availability throughout the week.

Contacts:

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