

Maximize Sales With The Right Product Assortment Strategies

Proven Strategies To Explode Sales



Make It Easy For Shoppers To Find And Buy Your Brand



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Efficient Assortment

80%-90% of Sales
90% + sales
Discontinue
Add

UPC	Brand	ITEM	Size	UOM	Market						Account								
					52 Wks	24 Wks	12 Wks	52 Wks	24 Wks	12 Wks	52 Wks	24 Wks	12 Wks	52 Wks	24 Wks	12 Wks			
					Current Dollars	Dol Rank	Dol Shr	Current ARP	Avg % ACV	Dol % Chg	Dol % Chg	Current Dollars	Dol Rank	Dol Shr	Current ARP	Avg % ACV	Dol % Chg	Dol % Chg	
06-10011-17651	BRAND L	BRAND L ITEM 1 12 OZ	12 OZ		\$2,192,857	1	11.1%	\$1.60	88.0	39.3%	11.5%	\$494,410	1	9.3%	\$1.54	99.0	55.2%	9.5%	-4.7%
06-10011-17056	BRAND L	BRAND L ITEM 2 12 OZ	12 OZ		\$1,465,174	2	7.4%	\$1.58	88.0	10.6%	-3.3%	\$404,515	2	7.6%	\$1.54	99.0	16.3%	-3.3%	-17.5%
06-10011-17008	BRAND L	BRAND L ITEM 3 12 OZ	12 OZ		\$1,266,013	3	6.4%	\$1.59	92.0	-6.0%	-17.2%	\$320,001	3	6.0%	\$1.52	98.0	-4.1%	-23.9%	-36.1%
06-10023-13108	BRAND V	BRAND V ITEM 1 12 OZ	12 OZ		\$560,301	15	2.8%	\$2.21	50.0	33.0%	26.3%	\$283,018	4	5.3%	\$2.12	97.0	36.8%	28.3%	24.0%
07-10003-16109	BRAND C1	BRAND C1 ITEM 2 16 OZ	16 OZ		\$709,797	11	3.6%	\$1.08	89.0	-6.2%	-9.9%	\$266,865	5	5.0%	\$0.99	99.0	-4.8%	-19.8%	-21.6%
07-10003-10120	BRAND C1	BRAND C1 ITEM 1 16 OZ	16 OZ		\$800,882	7	4.0%	\$1.10	93.0	0.8%	0.2%	\$251,756	6	4.7%	\$1.00	99.0	4.3%	-9.9%	-13.0%
06-10011-17050	BRAND L	BRAND L ITEM 4 12 OZ	12 OZ		\$1,065,930	4	5.4%	\$1.58	86.0	5.6%	-6.2%	\$222,987	7	4.2%	\$1.49	91.0	18.3%	-0.1%	-12.3%
06-10011-17011	BRAND L	BRAND L ITEM 5 12 OZ	12 OZ		\$818,862	6	4.4%	\$1.59	89.0	-5.2%	-13.5%	\$222,426	8	4.2%	\$1.52	98.0	5.8%	-5.6%	-21.2%
01-10006-00006	BRAND H	BRAND H ITEM 1 16 OZ	16 OZ		\$865,500	5	4.4%	\$2.57	64.0	116.4%	105.2%	\$220,226	9	4.1%	\$2.31	95.0	272.6%	166.2%	188.0%
00-10012-50925	BRAND M	BRAND M ITEM 3 12 OZ	12 OZ		\$759,375	9	3.8%	\$1.30	84.0	18.4%	5.4%	\$203,919	10	3.8%	\$1.22	98.0	13.0%	-0.9%	-1.5%
06-10011-17013	BRAND L	BRAND L ITEM 7 12 OZ	12 OZ		\$650,127	12	3.3%	\$1.58	78.0	-6.4%	-9.8%	\$202,754	11	3.8%	\$1.52	98.0	14.7%	19.7%	8.4%
00-10012-50935	BRAND M	BRAND M ITEM 4 12 OZ	12 OZ		\$758,030	10	3.8%	\$1.31	83.0	-5.5%	-11.8%	\$198,295	12	3.7%	\$1.23	98.0	-15.5%	-27.8%	-26.6%
00-10012-50919	BRAND M	BRAND M ITEM 5 12 OZ	12 OZ		\$645,458	14	3.3%	\$1.30	76.0	-1.4%	-21.8%	\$192,727	13	3.6%	\$1.23	99.0	-10.4%	-33.3%	-34.7%
00-10012-50916	BRAND M	BRAND M ITEM 2 12 OZ	12 OZ		\$778,842	8	3.9%	\$1.32	87.0	0.3%	-5.7%	\$188,800	14	3.5%	\$1.22	98.0	12.7%	-6.0%	-4.9%
06-10023-16108	BRAND V	BRAND V ITEM 2 16 OZ	16 OZ		\$206,808	35	1.0%	\$2.18	41.0	22.6%	32.1%	\$108,036	15	2.0%	\$2.06	93.0	21.0%	29.3%	16.3%
07-10003-23304	BRAND C4	BRAND C4 ITEM 3 12 OZ	12 OZ		\$268,365	25	1.4%	\$1.09	70.0	-2.9%	-15.9%	\$106,701	16	2.0%	\$1.00	98.0	-0.5%	-27.1%	-24.7%
07-10003-19414	BRAND E	BRAND E ITEM 5 12 OZ	12 OZ		\$201,513	36	1.0%	\$0.83	56.0	19.2%	13.1%	\$106,123	17	2.0%	\$0.80	99.0	52.1%	33.6%	40.3%
07-10003-27001	BRAND C3	BRAND C3 ITEM 9 12 OZ	12 OZ		\$225,355	31	1.1%	\$1.05	61.0	-15.9%	-26.9%	\$105,942	18	2.0%	\$1.00	99.0	-15.1%	-35.4%	-34.9%
07-10003-10067	BRAND C3	BRAND C3 ITEM 7 12 OZ	12 OZ		\$282,548	22	1.4%	\$1.09	84.0	-12.5%	-5.3%	\$105,920	19	2.0%	\$1.00	99.0	-3.8%	2.7%	14.7%
07-10003-01421	BRAND C2	BRAND C2 ITEM 2 12 OZ	12 OZ		\$329,568	20	1.7%	\$1.41	72.0	19.5%	6.7%	\$103,423	20	1.9%	\$1.32	99.0	21.5%	-2.8%	-0.4%
08-10014-00301	BRAND O	BRAND O ITEM 1 16 OZ	16 OZ		\$322,855	21	1.6%	\$2.57	50.0	21.9%	-8.2%	\$101,053	21	1.9%	\$2.46	90.0	98.8%	-3.1%	-7.5%
07-10003-10070	BRAND C1	BRAND C1 ITEM 14 16 OZ	16 OZ		\$275,321	24	1.4%	\$1.06	62.0	-0.8%	-15.9%	\$100,573	22	1.9%	\$1.00	98.0	-6.9%	-36.7%	-37.8%
08-10027-00204	BRAND Z	BRAND Z ITEM 2 12 OZ	12 OZ		\$262,120	27	1.3%	\$2.09	49.0	29.0%	42.8%	\$96,125	23	1.8%	\$1.73	94.0	36.0%	61.9%	64.8%
07-10003-27003	BRAND C3	BRAND C3 ITEM 10 12 OZ	12 OZ		\$212,290	32	1.1%	\$1.08	63.0	-12.0%	-16.0%	\$96,089	24	1.8%	\$1.00	99.0	-11.9%	-23.9%	-22.9%
07-10003-10140	BRAND C1	BRAND C1 ITEM 15 16 OZ	16 OZ		\$208,824	34	1.1%	\$1.07	53.0	26.1%	18.4%	\$95,771	25	1.8%	\$0.99	93.0	20.7%	30.5%	25.8%
07-10003-10561	BRAND D	BRAND D ITEM 3 12 OZ	12 OZ		\$241,776	30	1.2%	\$1.10	70.0	-11.1%	-11.7%	\$95,157	26	1.8%	\$1.00	98.0	-12.4%	-20.6%	-18.4%
06-10013-52501	BRAND N	BRAND N ITEM 1 12 OZ	12 OZ		\$333,006	19	1.7%	\$1.52	49.0	63.5%	106.3%	\$92,692	27	1.7%	\$1.42	75.0	117.6%	610.7%	641.0%
07-10003-10340	BRAND C3	BRAND C3 ITEM 5 12 OZ	12 OZ		\$349,262	17	1.8%	\$1.14	87.0	-5.1%	-5.4%	\$90,882	28	1.7%	\$1.00	95.0	-2.2%	-14.1%	-10.9%
08-10019-00101	BRAND R	BRAND R ITEM 1 12 OZ	12 OZ		\$275,923	23	1.4%	\$1.98	63.0	-4.1%	-5.9%	\$89,724	29	1.7%	\$1.94	98.0	7.2%	20.5%	9.8%
07-10003-19498	BRAND E	BRAND E ITEM 7 12 OZ	12 OZ		\$139,990	37	0.7%	\$0.81	46.0	38.4%	30.9%	\$89,452	30	1.7%	\$0.80	99.0	65.3%	43.8%	42.8%
06-10017-81612	BRAND P	BRAND P ITEM 4 16 OZ	16 OZ		\$253,422	29	1.3%	\$2.32	28.0	-48.6%	-99.6%	\$87,296	31	1.6%	\$2.27	51.0	-47.4%	-99.8%	-100.0%
08-10005-00225	BRAND G	BRAND G ITEM 1 12 OZ	12 OZ		\$645,935	13	3.3%	\$2.65	32.0	742.4%	426.4%								
08-10005-00224	BRAND G	BRAND G ITEM 2 12 OZ	12 OZ		\$362,752	16	1.8%	\$2.65	32.0	943.1%	562.2%								
08-10005-00223	BRAND G	BRAND G ITEM 3 12 OZ	12 OZ		\$345,285	18	1.7%	\$2.65	32.0	776.3%	457.5%								
08-10018-10040	BRAND Q	BRAND Q ITEM 8 16 OZ	16 OZ		\$267,323	26	1.3%	\$2.44	54.0	326.0%	200.0%								
06-10013-52901	BRAND N	BRAND N ITEM 2 12 OZ	12 OZ		\$258,783	28	1.3%	\$1.52	44.0	78.9%	115.6%								
06-10011-17058	BRAND L	BRAND L ITEM 22 12 OZ	12 OZ		\$211,451	33	1.1%	\$1.51	37.0	3332.6%	2149.5%								

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I help healthy brands get their products into the hands of more shoppers by getting onto more store shelves. Save valuable time and money with proven actionable insights and strategic solutions that increase sales and profits.

Daniel Lohman, CPSA is the owner of [BRAND SECRETS AND STRATEGIES](#) which provides innovative strategic solutions for natural and organic CPG companies interested in gaining a significant competitive advantage. **Helping natural organic brands get their products on more retailer shelves and into the hands of more shoppers.**

By Daniel Lohman, CPSA

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