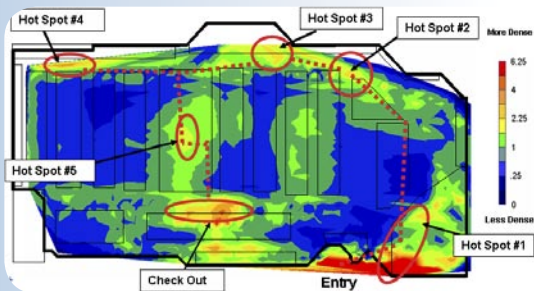


Helps Retailers Build Basket Size

It's as easy as 1 ... 2 ... 3

Many stores boast more than 15,000 transactions a week with the average item price well over \$2.00. The addition of one more item to every transaction will result in incremental sales and profits to food retailers.



Step One:

Pinpoint Where Your Quick Trip Shoppers Go

PathTracker® identifies the traveling tracks of your best shoppers. Understanding how your existing customers shop your store is the first step in building basket size without adding a single new customer.



Step Two:

Identify Products That Lend Themselves to Impulse Sales

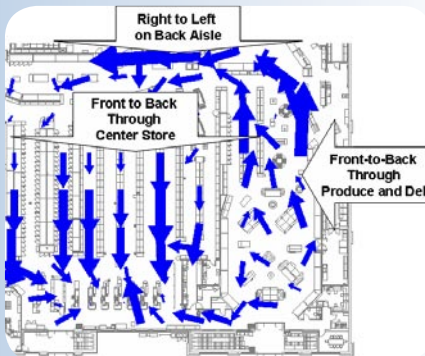
PathTracker® reveals how shoppers navigate your store and where they spend most of their dollars in your store.

Quick trip shoppers maintain a reasonably fast walking speed as they make their way through the store. Offer items that lend themselves to a quick decision along the paths of these fast-moving shoppers. These grab-and-go items generally have shorter BuyTime™ because the shopper is familiar with the brand and the product attributes.

Step Three:

Position Basket Size Enhancers for Optimal Exposure to Store Traffic

In many store aisles, traffic has a dominant flow. The flow may be front-to-back, back-to-front, left-to-right, or right-to-left. Understanding traffic flow and the resulting dynamics within your store are key components to merchandising your products in locations visible to fast-moving quick trip shoppers. Placing compatible items at shopping hot spots provides a fact-based approach to a comprehensive cross-merchandising plan.



Contact Mark Heckman at Sorensen Associates,
and let him develop a PathTracker® program to build basket size in your stores!
866.424.1234 toll free mark.heckman@saiemail.com