



Digitalizace v retailu – příklady konkrétních řešení v (zejména obchodech) Tchibo

Seminář RetailNews 2019

VYBAVENÍ PRODEJNY

– aneb, technologie jako konkurenční výhoda i nutná podmínka

Praha
13.11.2019

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ředitel obchodů Tchibo CZ a SK

Digital signage – different executions



Digital experience - Smart coffee ordering system



Project details

Objectives:

- Transform the time of waiting in queue into shopping time
- Entertain our „digital“ customers while ordering coffee bar products and make the ordinary procedure enjoyable

Target:

- NF sales increase
- Coffee bar sales increase

Description:

- I-pad ordering stand in entrance area + screen above the coffee bar (screen shows status of orders)
- Intuitive application for ordering coffee and snacks
- Customer informed about time estimation to get the order ready
- Each order accompanied by selfie or „avatar“ picture
- Priority service w/o waiting in queue

Digital experience - Smart fitting room



Project details

- Objectives:**
- Presentation of other products related to the chosen product
 - Acquaintance with our XC services, promotions etc.
 - Improvement of customer service in fitting rooms
- Target:**
- New level of customer service
 - Upselling to chosen NF products
- Description:**
- LED touch panels in fitting rooms, smart phones informing the shop ladies of customer requests
 - Intuitive application
 - System informs of product information, color and size variations, related products
 - Enable to get the right size or other product w/o leaving the fitting room
 - Possibility to share the product info with friends

Digital price tags – full rollout in all shops



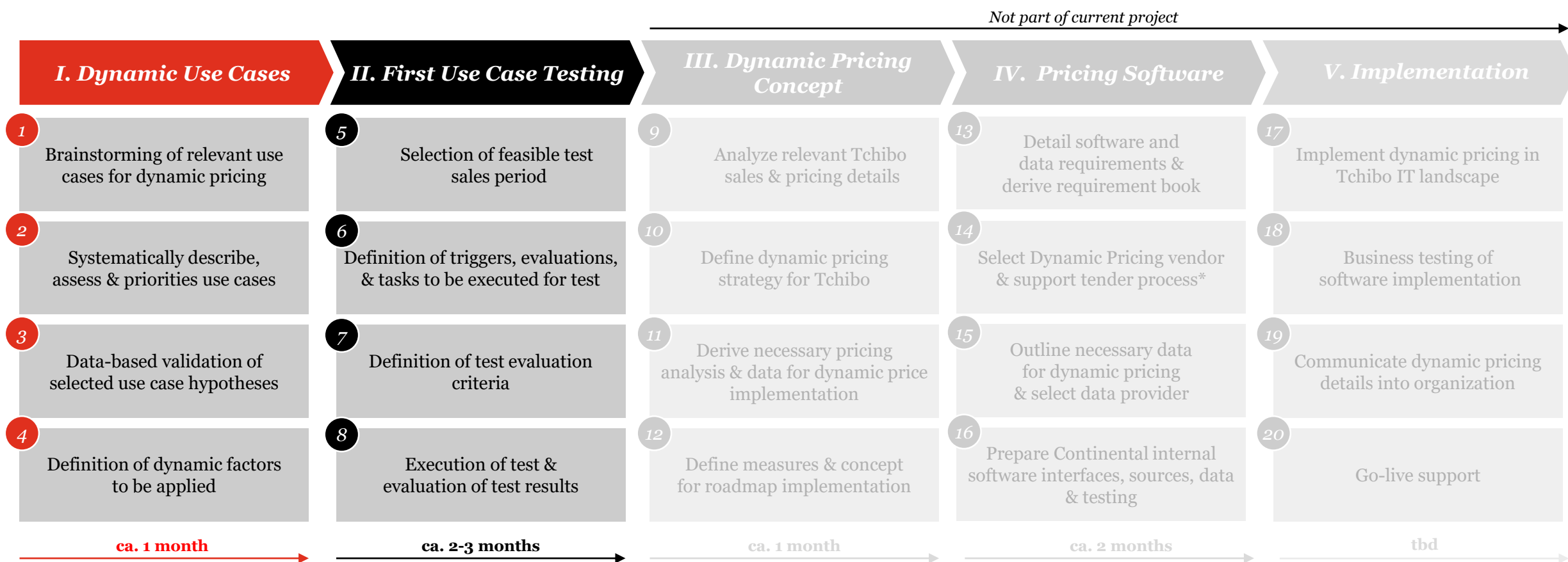
Project details

- Objectives:**
- Higher flexibility in price management
 - Elimination of constantly wasted paper price tags
- Target:**
- Quick reaction in case of price changes and promotions
 - Lowering the cost for price tags
- Description:**
- Paper tags completely replaced by digital
 - Easy data upload (via scanners in store)



DYNAMIC PRICING

In the first step we chose to test dynamic pricing potentials



Several prerequisites had to be put in place to enable dynamic pricing test

Electronic shelf labels in store

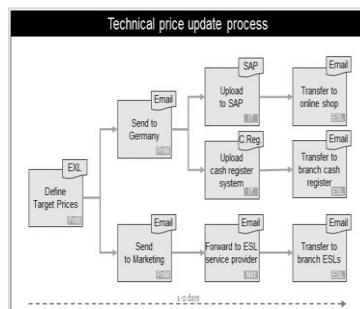
Define price update process

Define price visualization

Identify use cases

Develop tools/ algorithms

Adjust Newsletter/ Magazine



Rtěnka a tužka na rty

~~149 Kč~~ **-40%** - Ušetříte 60 Kč!

89 Kč vč. DPH

Dostupnost: K dodání
termín dodání: Po, 30.7.2018 - Út, 31.7.2018
Doručení: Doručení prostřednictvím přepravní společnosti
Doručení do kamenného obchodu:
zdarma s Objednat a vyzvednout

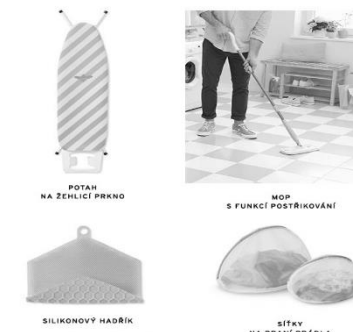
- Červená rtěnka a barevně sladěná tužka na rty
- Testováno na obsah škodlivin – externími akreditovanými ústav

Počet :

1

Koupit >

Use Case	Logic	Effort	Use Case	Logic	Effort
1. Self on- ramp (week 3)	Review a business plan Review a compensation plan	Required Self on- ramp Cost: none	2. Business Productizing	Developing a product Developing a sales strategy Developing a marketing strategy (summary)	Required Business Marketing Summary
3. Check a Competitor (on/online)	Find a business or company to compare	Minimal	5. Services Adding pricing	Developing a pricing strategy Developing a "value" proposition (summary)	Required Business Marketing Summary
4. Optimize an Existing Business Early adopters	Find a business or company to compare Identify gaps and learnings	Minimal Low cost and not from established group	6. Customer specific	Develop a "value" proposition Develop a "value" proposition	Optional Data Data
5. Regional Price Differentiation	Build a list of higher price and lower price	Low cost Low cost	8. Placement	Review a location	Optional Data Data
7. Third- cost	Find a business or company to compare Identify gaps and learnings	Minimal Low cost and not from established group	9. Occupancy promotions	Develop a pricing strategy Develop a pricing strategy	Optional Marketing Marketing
6. Competitive price launch	Identify a business or company to compare Identify gaps and learnings	Minimal Low cost and not from established group	10. Highest of all	Develop a pricing strategy Develop a pricing strategy	Optional Marketing Marketing
7. Weather	Identify a business or company to compare Identify gaps and learnings	Minimal Low cost and not from established group	11. "Team" trial period	Develop a pricing strategy Develop a pricing strategy	Optional Marketing Marketing
8. External seasonal events	Identify a business or company to compare Identify gaps and learnings	Minimal Low cost and not from established group	12. Seasonal events	Develop a pricing strategy Develop a pricing strategy	Optional Marketing Marketing

[illegible]

- Installed in CZ and SK stores in 2017 (prior to project)
- Supported through service provider

- Current processes reviewed/ captured
- Daily update validated
- Obtained commitment from all parties for test

- Price decreases shown as discount (additional sales effect)
- Price increases as update of price without highlighting of change

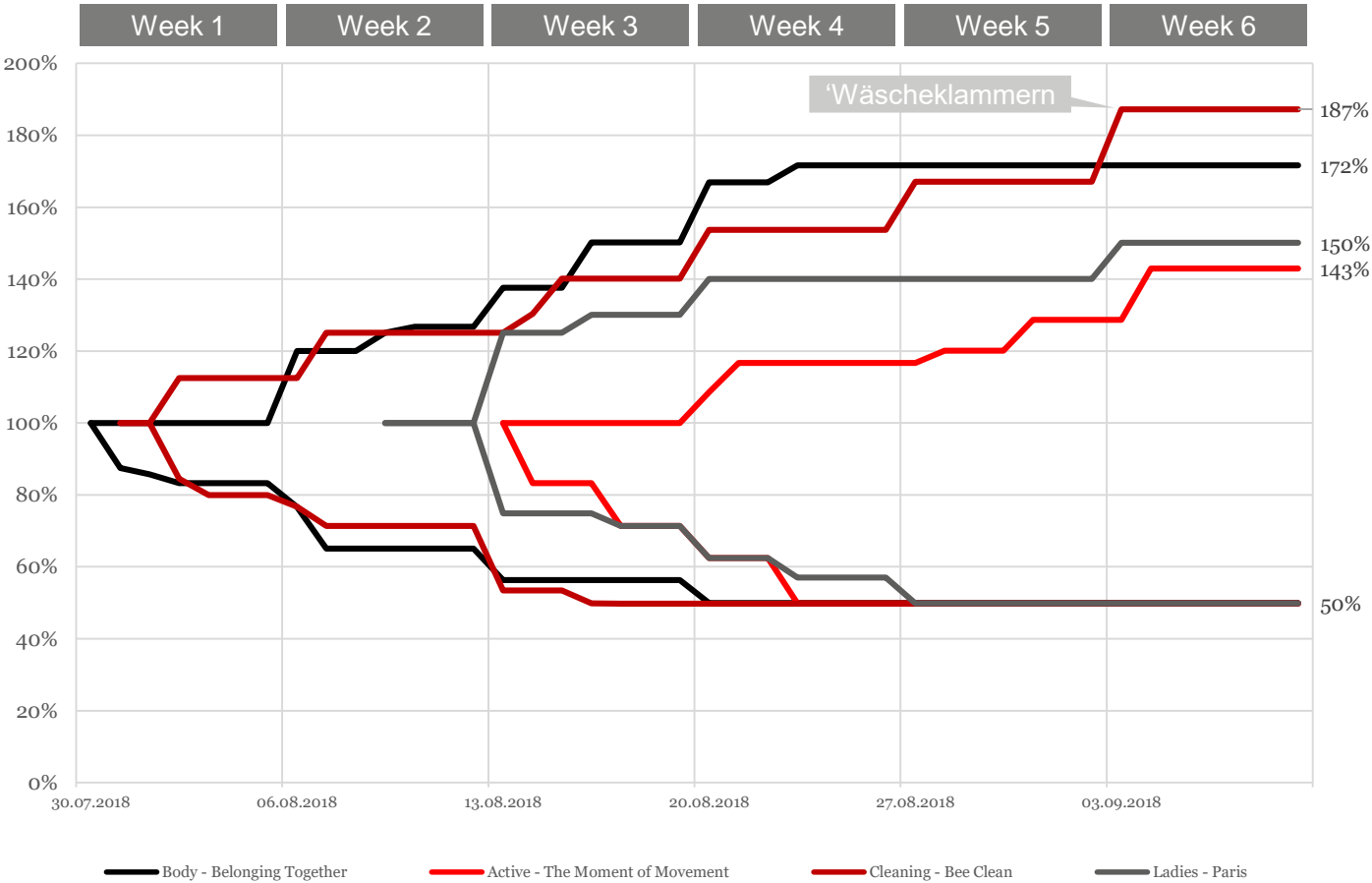
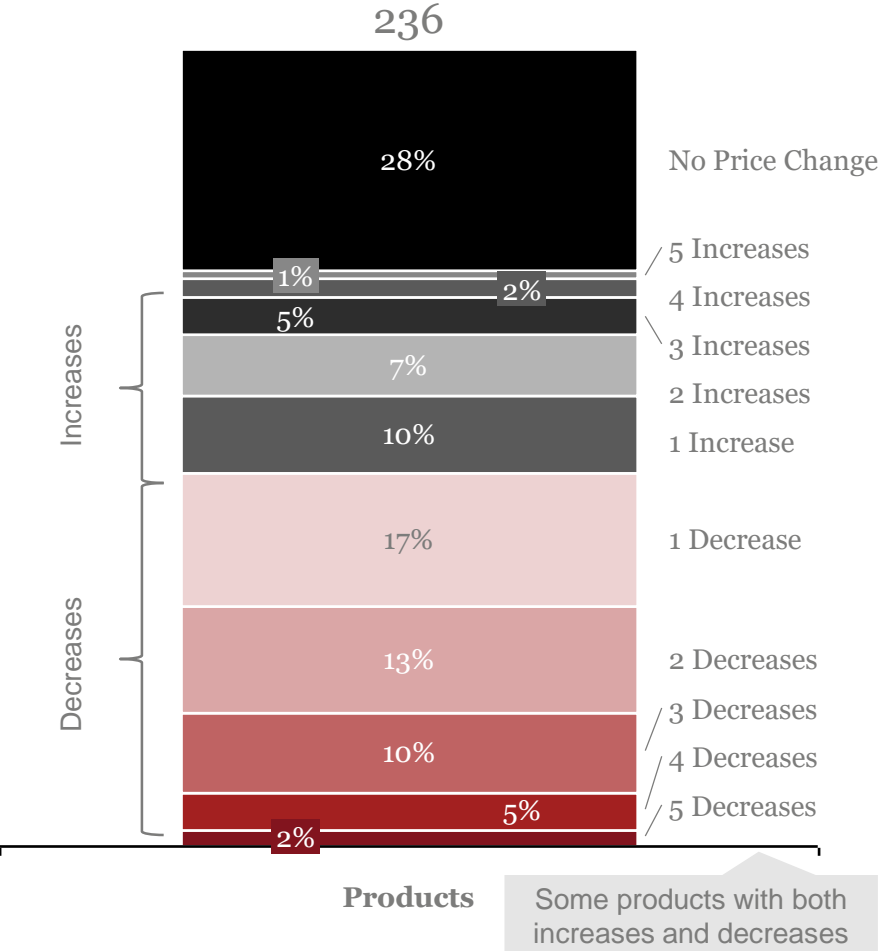
- 2 use cases selected for testing based on feasibility
- Further more relevant cases identified

- 2 Excel-tools developed for daily price review
- Manual up-/download with MDM and BW

- No prices shown in newsletter
- Magazine with respective comment re. price changes
- Instruction for shops staff
- Response msg. to press

236 products from 4 collections where part of test

Total price changes from -50% to +87%



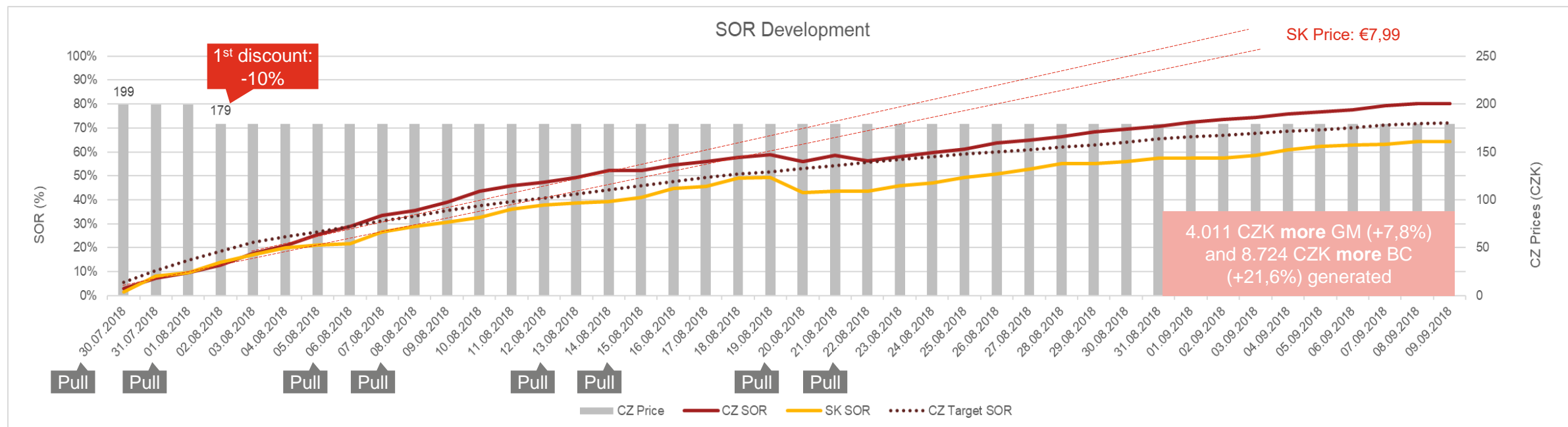
For Use Case 1, the Sell-out-Ratio was reviewed per article and price changes triggered by target deviations

Description	SOR	Targeted SOR	Act. Divergence	Change in Divergence	Markup / Markdown Amount	New Price
Da.Fitness-Top, laser cut, dunkelblau, 42	37,769%	53,0%	-28,7%	71,3%	-30%	199,00 CZK
Da.Fitness-Top, laser cut, dunkelblau, 44	37,769%	53,0%	-28,7%	71,3%	-30%	199,00 CZK
Da.Fitness-Top, laser cut, dunkelblau, 40	37,769%	53,0%	-28,7%	71,3%	-30%	199,00 CZK
Da.Fitness-Top, laser cut, dunkelblau, 36	37,769%	53,0%	-28,7%	71,3%	-30%	199,00 CZK
Da.Fitness-Top, laser cut, dunkelblau, 38	37,769%	53,0%	-28,7%	71,3%	-30%	199,00 CZK
Da.-Sportshirt, Bündchen, bordeaux, L	67,495%	53,0%	27,3%	127,3%	10%	399,00 CZK
Da.-Sportshirt, Bündchen, bordeaux, XL	67,495%	53,0%	27,3%	127,3%	10%	399,00 CZK
Da.-Sportshirt, Bündchen, bordeaux, M	67,495%	53,0%	27,3%	127,3%	10%	399,00 CZK
Da.-Sportshirt, Bündchen, bordeaux, XS	67,495%	53,0%	27,3%	127,3%	10%	399,00 CZK
Da.-Sportshirt, Bündchen, bordeaux, S	67,495%	53,0%	27,3%	127,3%	10%	399,00 CZK
Da. Tights, 3/4, basic, schwarz, L	70,0%	53,0%	32,1%	132,1%	10%	499,00 CZK
Da. Tights, 3/4, basic, schwarz, XL	70,0%	53,0%	32,1%	132,1%	10%	499,00 CZK
Da. Tights, 3/4, basic, schwarz, M	70,0%	53,0%	32,1%	132,1%	10%	499,00 CZK
Da. Tights, 3/4, basic, schwarz, XS	70,0%	53,0%	32,1%	132,1%	10%	499,00 CZK
Da. Tights, 3/4, basic, schwarz, S	70,0%	53,0%	32,1%	132,1%	10%	499,00 CZK
Da.Parka, lightweight, dunkelblau, 42	38,491%	53,0%	-27,4%	-1,9%	-30%	999,00 CZK
Da.Parka, lightweight, dunkelblau, 44	38,491%	53,0%	-27,4%	-1,9%	-30%	999,00 CZK
Da.Parka, lightweight, dunkelblau, 46	38,491%	53,0%	-27,4%	-1,9%	-30%	999,00 CZK
Da.Parka, lightweight, dunkelblau, 36	38,491%	53,0%	-27,4%	-1,9%	-30%	999,00 CZK
Da.Parka, lightweight, dunkelblau, 38	38,491%	53,0%	-27,4%	-1,9%	-30%	999,00 CZK
Da.Parka, lightweight, dunkelblau, 40	38,491%	53,0%	-27,4%	-1,9%	-30%	999,00 CZK
He.-Sportjacke, XL	25,8%	53,0%	-51,3%	48,7%	-30%	349,00 CZK
He.-Sportjacke, XXL	25,8%	53,0%	-51,3%	48,7%	-30%	349,00 CZK
He.-Sportjacke, L	25,8%	53,0%	-51,3%	48,7%	-30%	349,00 CZK
He.-Sportjacke, S	25,8%	53,0%	-51,3%	48,7%	-30%	349,00 CZK
He.-Sportjacke, M	25,8%	53,0%	-51,3%	48,7%	-30%	349,00 CZK
He.-Sporthose, kurz, schwarz, XL	41,165%	53,0%	-22,3%	77,7%	-30%	249,00 CZK
He.-Sporthose, kurz, schwarz, XXL	41,165%	53,0%	-22,3%	77,7%	-30%	249,00 CZK
He.-Sporthose, kurz, schwarz, L	41,165%	53,0%	-22,3%	77,7%	-30%	249,00 CZK
He.-Sporthose, kurz, schwarz, S	41,165%	53,0%	-22,3%	77,7%	-30%	249,00 CZK
He.-Sporthose, kurz, schwarz, M	41,165%	53,0%	-22,3%	77,7%	-30%	249,00 CZK
He.-Funktionsshirt, blau-melange, XL	39,310%	53,0%	-25,8%	74,2%	-30%	199,00 CZK
He.-Funktionsshirt, blau-melange, XXL	39,310%	53,0%	-25,8%	74,2%	-30%	199,00 CZK
He.-Funktionsshirt, blau-melange, L	39,310%	53,0%	-25,8%	74,2%	-30%	199,00 CZK
He.-Funktionsshirt, blau-melange, S	39,310%	53,0%	-25,8%	74,2%	-30%	199,00 CZK
He.-Funktionsshirt, blau-melange, M	39,310%	53,0%	-25,8%	74,2%	-30%	199,00 CZK
He.-Funktionsshirt, rotmelange, XL	33,100%	53,0%	-37,5%	62,5%	-30%	149,00 CZK
He.-Funktionsshirt, rotmelange, XXL	33,100%	53,0%	-37,5%	62,5%	-30%	149,00 CZK
He.-Funktionsshirt, rotmelange, L	33,100%	53,0%	-37,5%	62,5%	-30%	149,00 CZK
He.-Funktionsshirt, rotmelange, S	33,100%	53,0%	-37,5%	62,5%	-30%	149,00 CZK
He.-Funktionsshirt, rotmelange, M	33,100%	53,0%	-37,5%	62,5%	-30%	149,00 CZK

Trigger KPI for price changes: Sell-out-Ratio per product

Step	Logic	Action
1	<ul style="list-style-type: none"> All products +/- X% off of target SOR x : Day 1=50%; 2=40%; 3=30%; from day 4 on = 20% (trigger level) 	Marked for price review
2	<ul style="list-style-type: none"> All products +/- X% off of target SOR Excluding: <ul style="list-style-type: none"> All products with price changes from previous day No price increase during first week in branches 	Marked for price change
3	<ul style="list-style-type: none"> All products - X% off of target SOR with >1 price change Excluding: <ul style="list-style-type: none"> Min 2-3 days passed since last price change If SOR development trend is positive and likely to reach target corridor before end of test period 	Marked for multiple price decreases
4	<ul style="list-style-type: none"> All products + X% off of target SOR with >1 price change If SOR remains significantly above target, even with decreasing trend Excluding: <ul style="list-style-type: none"> Min 2-3 days passed since last price change If further PULL-volumes are being delivered to branches 	Marked for multiple price increase

These panties improved the SOR with **just one price reduction**



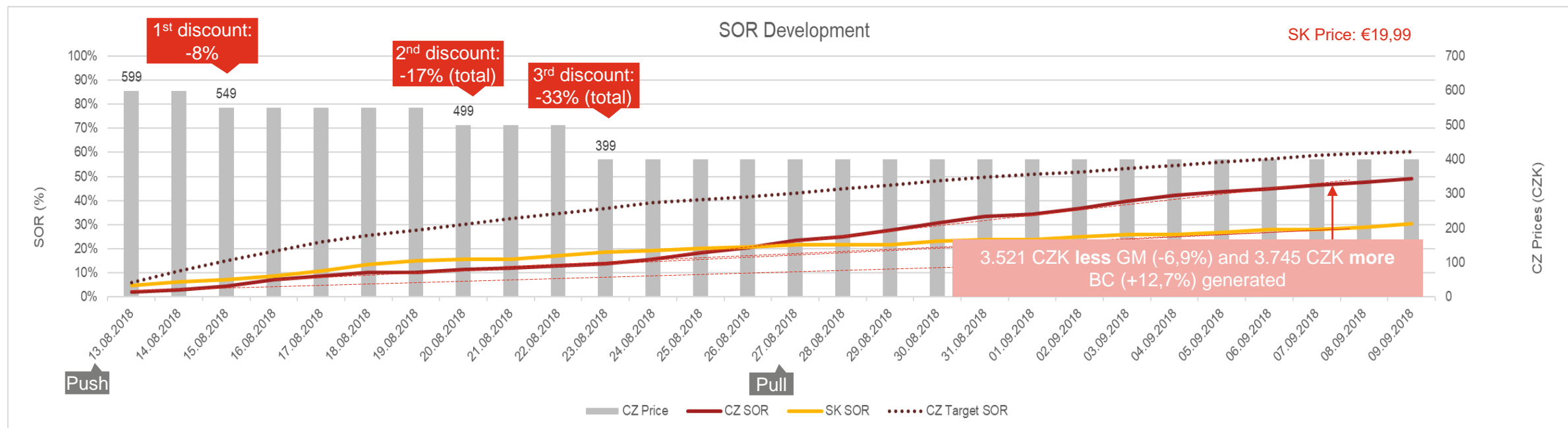
Facts & Figures:

90699 - Da. Hipster	
Collection	Body - Belonging together
Project #	95479
Variants	4 sizes
FL Dispo/ Delivery	CZ: 627/636 – SK:280/278

Observations:

- Similar SOR performance in CZ & SK during first days of sales
- Price decrease improved SOR trend in CZ and brought it above target

This fitness mat improved SOR with 3 price decreases



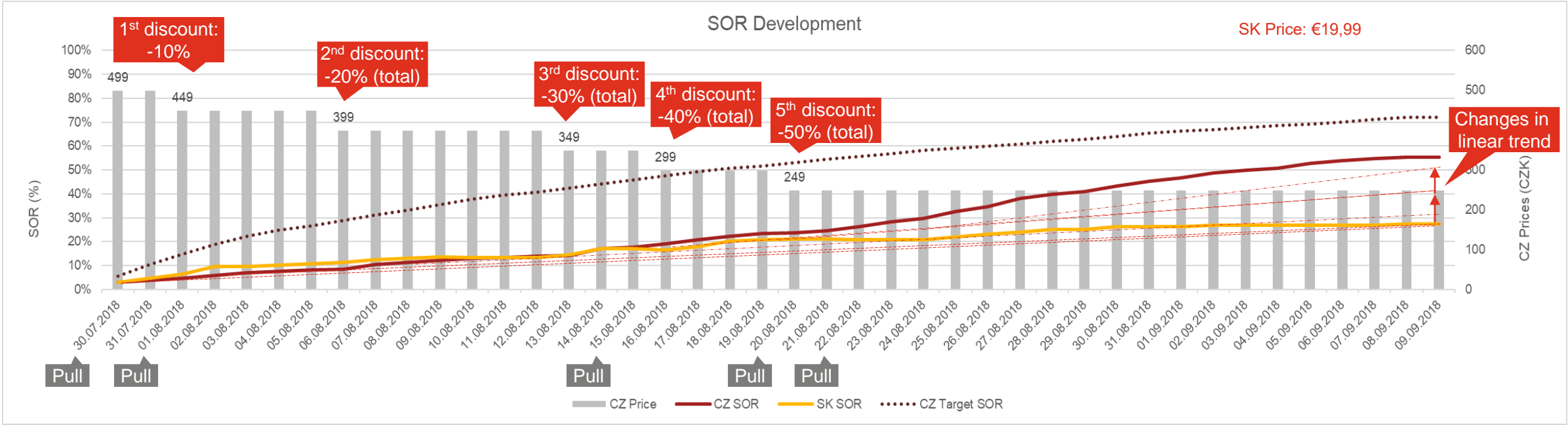
Facts & Figures:

92456 – Fitness-Matte	
Collection	Active – Moment of Movement
Project #	96134
Variants	-
FL Dispo/ Delivery	CZ: 392/355 - SK: 194/193

Observations:

- Overall low SOR performance in SK & CZ, with SK showing slightly better performance
- All price decreases improved SOR, 1st + 3rd decrease with most impact
- CZ SOR surpassing SK after 3rd discount

Here, SOR started to improve after 3rd and turned significant with the 5th price reduction



Facts & Figures:

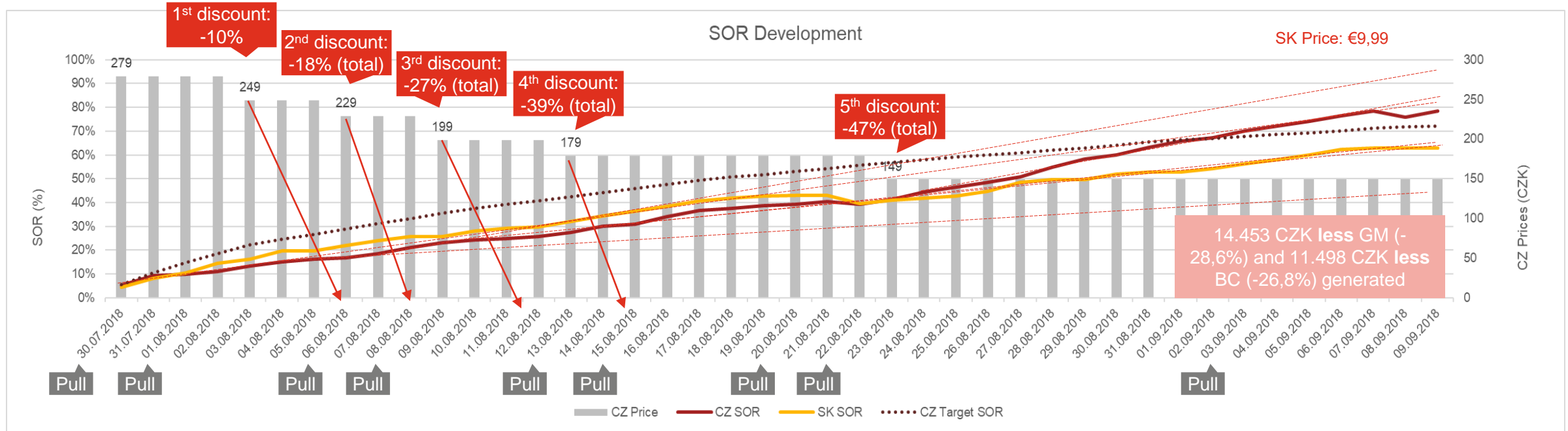
90706 - Da. Homewear Jacke	
Collection	Body - Belonging together
Project #	95485
Variants	4 sizes (1 TD only, excluded)
FL Dispo/ Delivery	CZ: 445 / 367 - SK: 242/186

Confidential information for the sole benefit and use of Tchibo.

Observations:

- SK with slightly better SOR performance in first weeks
- Every price decrease did improve SOR trend
- 1st+2nd decrease with very low impact
- 3rd with most significant impact (though same effect noticeable in SK, without price change)
- Last price change changed the trend in CZ compared to SK

Challenge: Improving sales trends due to price changes, also trigger pull deliveries, thus higher quantities, despite low performance



Facts & Figures:

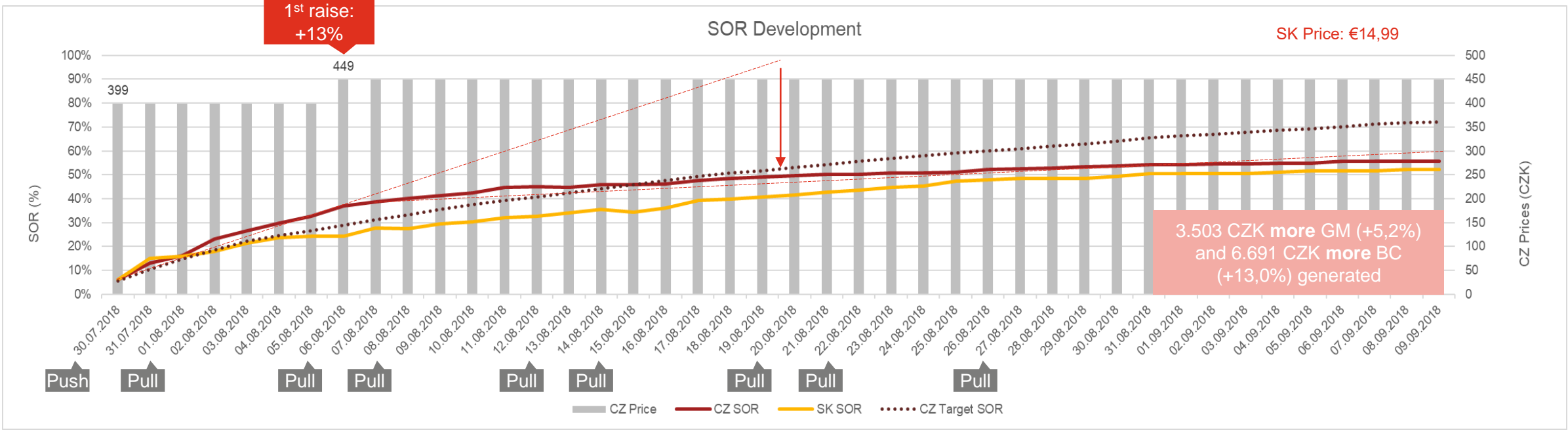
91562 – Spagettihemdchen, we	
Collection	Body - Belonging together
Project #	95681
Variants	4 sizes (1 TD only, excluded)
FL Dispo/ Delivery	CZ: 418/424 - SK: 221/210

Observations:

- SK overall with slightly better SOR performance
- Every price decrease did impact SOR trend
- 1st + 3rd decrease slowed down SOR
- 2nd + 4th + 5th decrease improved SOR trend

Learning:
Need for harmonization with
delivery logic in future

Price increase slowed down SOR trend for this nightgown but margins improved



Facts & Figures:

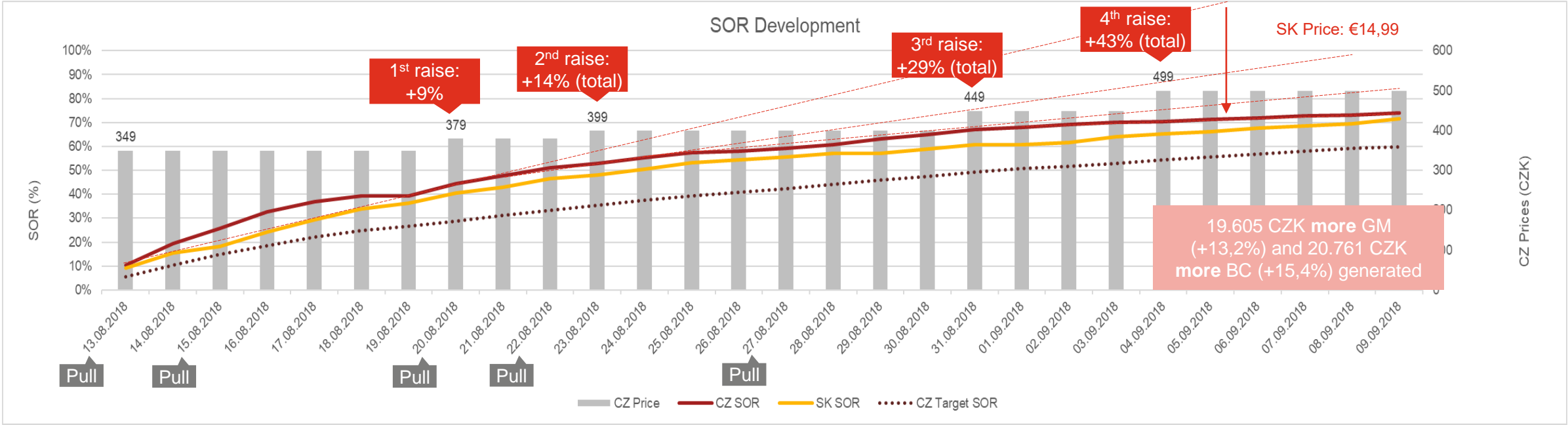
90710 – Da. Nachthemd	
Collection	Body - Belonging together
Project #	95489
Variants	4 sizes (1 TD only, excluded)
FL Dispo/ Delivery	CZ: 494/435 - SK: 189/186

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Observations:

- CZ overall with better SOR performance
- Initial trend in CZ significantly stronger sales
- Price increase in CZ slowed down SOR

4 price increases of these leggings had low negative SOR impact, while improving margins



Facts & Figures:

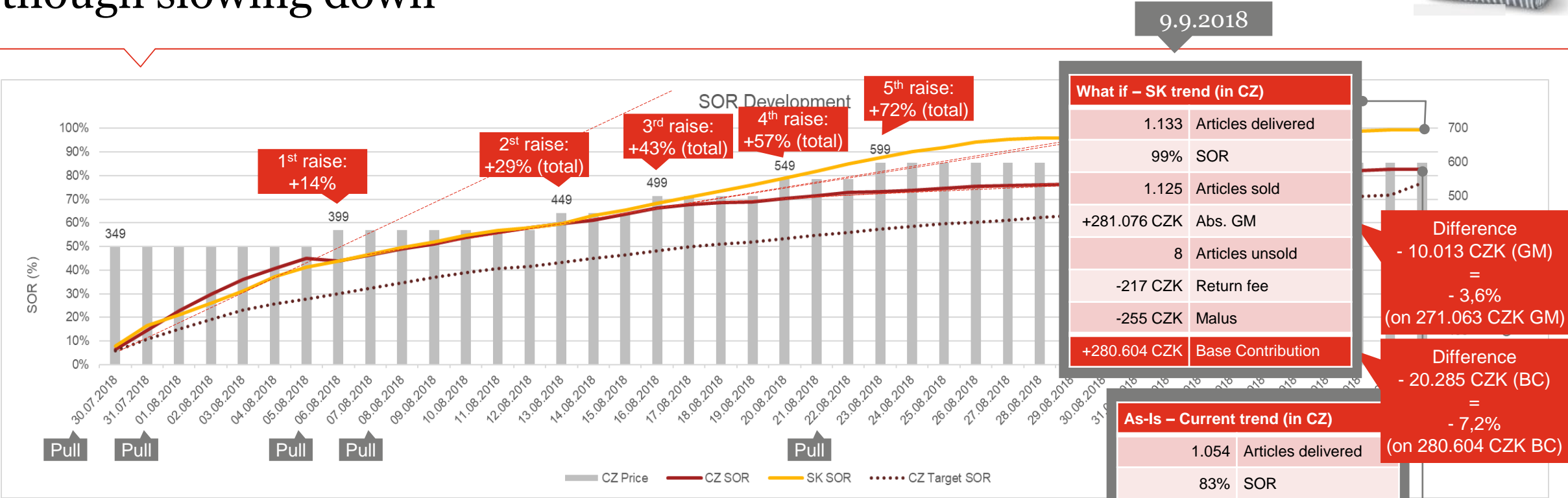
92041 – Da. Tights	
Collection	Active – Moment of Movement
Project #	95920
Variants	5 sizes (1 TD only, excluded)
FL Dispo/ Delivery	CZ: 769/834 - SK: 410/447

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Observations:

- Overall, better SOR performance in CZ
- Price increases slowed SOR trend
- Overall, SOR still above target and SK

Here, SOR remains above target despite 5th price increase, though slowing down



Facts & Figures:

91566 - Kulturtasche	
Collection	Body – Belonging Together
Project #	95685
Variants	1 pattern
FL Dispo/ Delivery	CZ: 1.332/1.054 - SK: 622/563

Observations:

- CZ overall with better SOR performance during first week of sales
- Overall SOR above target in SK & CZ
- 1st price increase slowed down SOR and brought it to a similar level as SK
- Similar performance sustained with 2nd price increase
- 3rd price increase slowed down SOR in CZ even further
- In total, price increased up to 72%, SOR performance above target

For Use Case 2, TD metrics are reviewed on a daily basis, to identify top and bottom performers

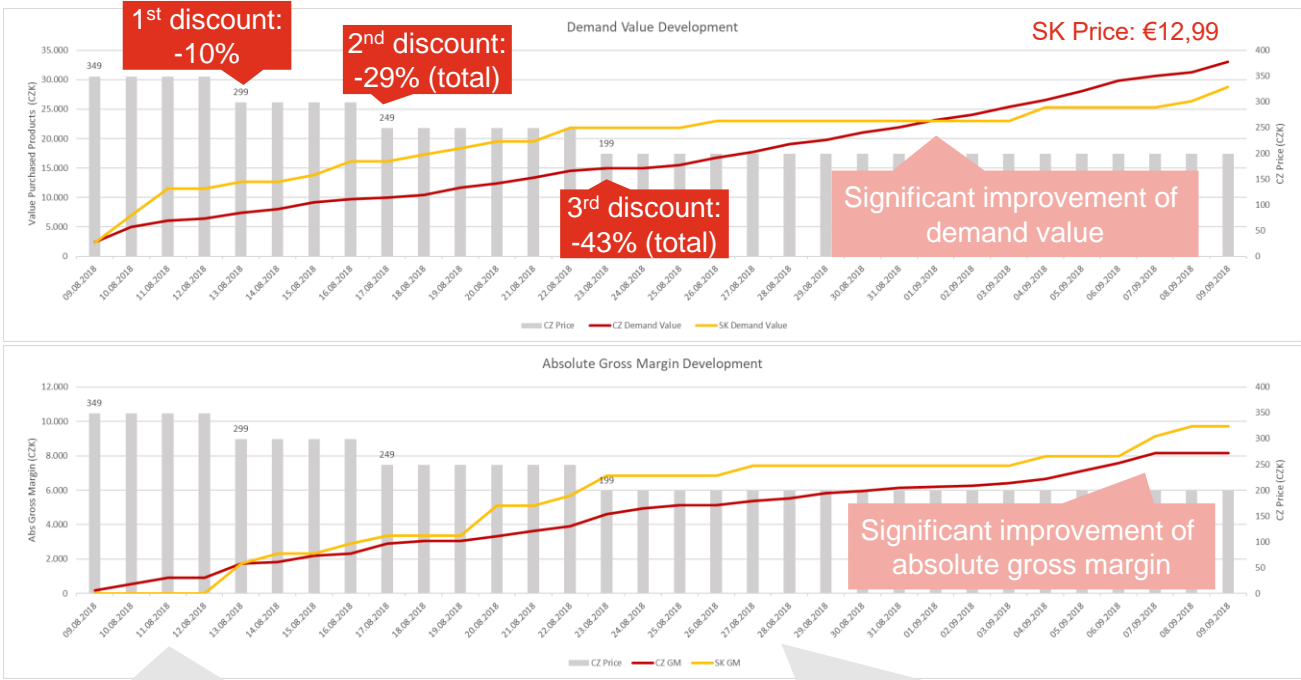
Description	Product View			View-to-Basket ratio			Basket-to-Purchase		
	Agg	Agg chan	Daily change	Agg	Agg chan	Daily change	Agg	Agg chan	Daily change
Da. Shirt, Paillette, blau/weiß, 44/46	5.243	1068	↓	9,9%	0,7%	↓	38,0%	1,9%	↑
Da. Shirt, Paillette, blau/weiß, 48/50	5.243	1068	↓	9,9%	0,7%	↓	38,0%	1,9%	↑
Da. Shirt, Paillette, blau/weiß, 36/38	5.243	1068	↓	9,9%	0,7%	↓	38,0%	1,9%	↑
Da. Shirt, Paillette, blau/weiß, 40/42	5.243	1068	↓	9,9%	0,7%	↓	38,0%	1,9%	↑
Da. Blusenshirt, Webeinsatz, blau, 44/46	12.416	155	↓	12,1%	0,1%	↑	45,7%	0,2%	↑
Da. Blusenshirt, Webeinsatz, blau, 48/50	12.416	155	↓	12,1%	0,1%	↑	45,7%	0,2%	↑
Da. Blusenshirt, Webeinsatz, blau, 36/38	12.416	155	↓	12,1%	0,1%	↑	45,7%	0,2%	↑
Da. Blusenshirt, Webeinsatz, blau, 40/42	12.416	155	↓	12,1%	0,1%	↑	45,7%	0,2%	↑
Da. Blusenshirt, Webeinsatz, rot, 44/46	8	0	→	0,0%	0,0%	→	0,0%	0,0%	→
Da. Blusenshirt, Webeinsatz, rot, 48/50	8	0	→	0,0%	0,0%	→	0,0%	0,0%	→
Da. Blusenshirt, Webeinsatz, rot, 36/38	8	0	→	0,0%	0,0%	→	0,0%	0,0%	→
Da. Blusenshirt, Webeinsatz, rot, 40/42	8	0	→	0,0%	0,0%	→	0,0%	0,0%	→
Bettw, Polycotton, wordung, ÜG, CZ/HU/SK	2			0,0%			0,0%		
Dekokissen, Schleife, 36x24cm	683	81	↓	24,5%	1,2%	↑	42,5%	-2,5%	↓
Spannbettlaken, Jersey, dunkelblau, OC, EG	2			100,0%			50,0%		
Spannbettlaken, Jersey, dunkelblau, OC, ÜG	2			0,0%			0,0%		
Spannbettlaken, Jersey, grau, OC, NG	600			21,0%			61,9%		
Spannbettlaken, Jersey, weiß, OC, EG	8			87,5%			57,1%		
Spannbettlaken, Jersey, weiß, OC, NG	1.226			30,8%			49,2%		
Spannbettlaken, Jersey, weiß, OC, ÜG	3			33,3%			100,0%		
Kokibez, 2er, Jers, dunkelblau, OC, 80x40	1.136	557	↓	16,3%	6,3%	↑	37,8%	10,3%	↑
Kokibez, 2er, Jers, weiß, OC, 80x40	11	11	→	27,3%	27,3%	→	66,7%	66,7%	→
Hochflorteppich, rund	1.129	56	↑	5,0%	0,3%	↑	25,0%	5,0%	↑
Transparentgardine, 2er	3.120	2015	↓	9,0%	4,5%	↑	31,7%	1,7%	↑
Bettw, Perkal, floral, ÜG, OC, CZ/HU/SK	-			0,0%			0,0%		
Bettwäsche, Perkal, Eifel, OC, NG, CZ/SK	2.312	53	→	9,0%	0,2%	↑	45,5%	2,7%	↑
Bettwäsche, Perkal, Eifel, OC, ÜG, CZ/HU/SK	1	0	→	0,0%	0,0%	→	0,0%	0,0%	→
Bettw, Jers, Streifen, OC, ÜG, CZ/HU/SK	-	0	→	0,0%	0,0%	→	0,0%	0,0%	→
Überwurf, OC	1.563	493	↓	14,3%	2,2%	↑	44,2%	-5,0%	↓
Dekokissen, Leinen, grau	732	278	↑	22,0%	5,7%	↓	41,0%	-7,7%	↓
MS-Ohrhänger Set	934	198	↑	7,4%	1,0%	↓	47,8%	3,1%	↓
MS-Ohrhänger, Elemente	727	94	↓	5,6%	0,7%	↑	29,3%	3,5%	→
MS-Kette kurz, blau	1	0	→	100,0%	0,0%	→	0,0%	0,0%	→
MS-Kette kurz, nude	441	11	↑	4,8%	-0,1%	→	47,6%	0,0%	→
MS-Kette, lang	1.213	201	↓	7,8%	0,3%	↑	44,2%	4,7%	↓
MS-Ohrstecker Set	798	200	↓	8,5%	1,5%	↑	36,8%	-1,3%	→
	948	244	↓	16,9%	0,0%	↑	40,6%	-0,6%	↑

Trigger KPIs for price changes:

- Product Views
- View-to-basket
- Basket-to-purchase

Step	Logic	Action
1.	<ul style="list-style-type: none"> ▪ All with 1/3 last day KPIs in top or bottom quartile ▪ All with 3/3 top or 3/3 bottom quartile accumulated KPIs 	Marked for review
2.	<ul style="list-style-type: none"> ▪ If last price change on market for less than 2 days 	No change
3.	<ul style="list-style-type: none"> ▪ All with 2/3 top quartile of last day KPIs ▪ Excluding: Cross-channel products during first week (no raise) 	Review for price increase
4.	<ul style="list-style-type: none"> ▪ All with more than 1/3 KPIs in bottom quartile of last day ▪ Excluding: If respective KPI is in quartile 2-3 accumulated 	Price decrease
5.	<ul style="list-style-type: none"> ▪ All with at least 1/3 accumulated KPIs in bottom quartile ▪ All with at least 2/3 accumulated KPIs in top quartile <p>Excluding:</p> <ul style="list-style-type: none"> ▪ All products with price changes from previous day ▪ Sold-out products ▪ Products not visible on carpet 	Marked for review

This shirt was reduced 3 times to -43% in total, leading to increase in demand value and gross margin



Facts & Figures:

91206 – Da. Shirt, LA	
Collection	Ladies Paris
Project #	94550
Variants	4 sizes
TD Dispo/ Qty Sold	CZ: 922/148 - SK: 342 /19

Observations:

- CZ price: 349 CZK, 299 CZK, 249 CZK, 199 CZK
- SK price: 12,99 €
- Overall increasing demand value performance in CZ (in TD only), especially after 3rd discount, and surpassing SK
- Increasing GM in CZ, narrowing down gap with SK towards end of sales period

KPIs triggering 1st price change

Product View		View-to-Basket ratio		Basket-to-Purchase	
Yesterday	Agg	Yesterday	Agg	Yesterday	Agg
82	792	4%	6%	33%	37%
82	792	4%	6%	33%	37%
82	792	4%	6%	33%	37%
82	792	4%	6%	33%	37%

2nd price change

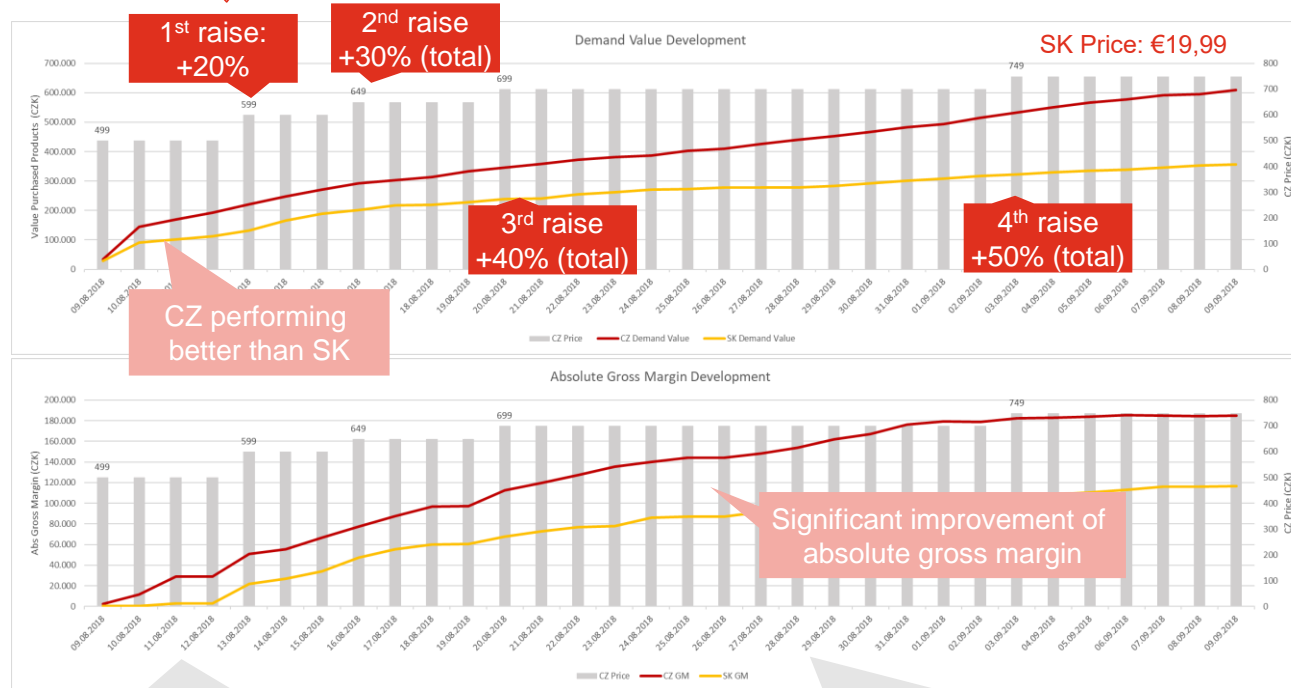
Product View		View-to-Basket ratio		Basket-to-Purchase	
Yesterday	Agg	Change since last price change	Yesterday	Agg	Change since last price change
72	1.149	263	10%	9%	2%
72	1.149	263	10%	9%	2%
72	1.149	263	10%	9%	2%
72	1.149	263	10%	9%	2%

3rd price change

Product View		View-to-Basket ratio		Basket-to-Purchase	
Agg	Agg chan	Agg	Agg chan	Agg	Agg chan
1.477	271	9,3%	0,3%	34,3%	2,8%
1.477	271	9,3%	0,3%	34,3%	2,8%
1.477	271	9,3%	0,3%	34,3%	2,8%
1.477	271	9,3%	0,3%	34,3%	2,8%



Even with 4 price increases, these pants continued the over performance



Facts & Figures:

73844 - Da. Hose, Bengalin, black	
Collection	Ladies Paris
Project #	87271
Variants	10 sizes
TD Dispo/ Qty Sold	CZ: 1.837/1.055 - SK: 678/289

Observations:

- CZ price: 499 CZK, 599 CZK, 649 CZK, 699 CZK, 749 CZK
- SK price: 19,99 €
- Overall better Demand Value & absolute Gross Margin in CZ and improving over time

KPIs triggering 1st price change

Product View		View-to-Basket ratio		Basket-to-Purchase	
Yesterday	Agg	Yesterday	Agg	Yesterday	Agg
656	5.946	15%	15%	49%	46%
656	5.946	15%	15%	49%	46%
656	5.946	15%	15%	49%	46%
656	5.946	15%	15%	49%	46%

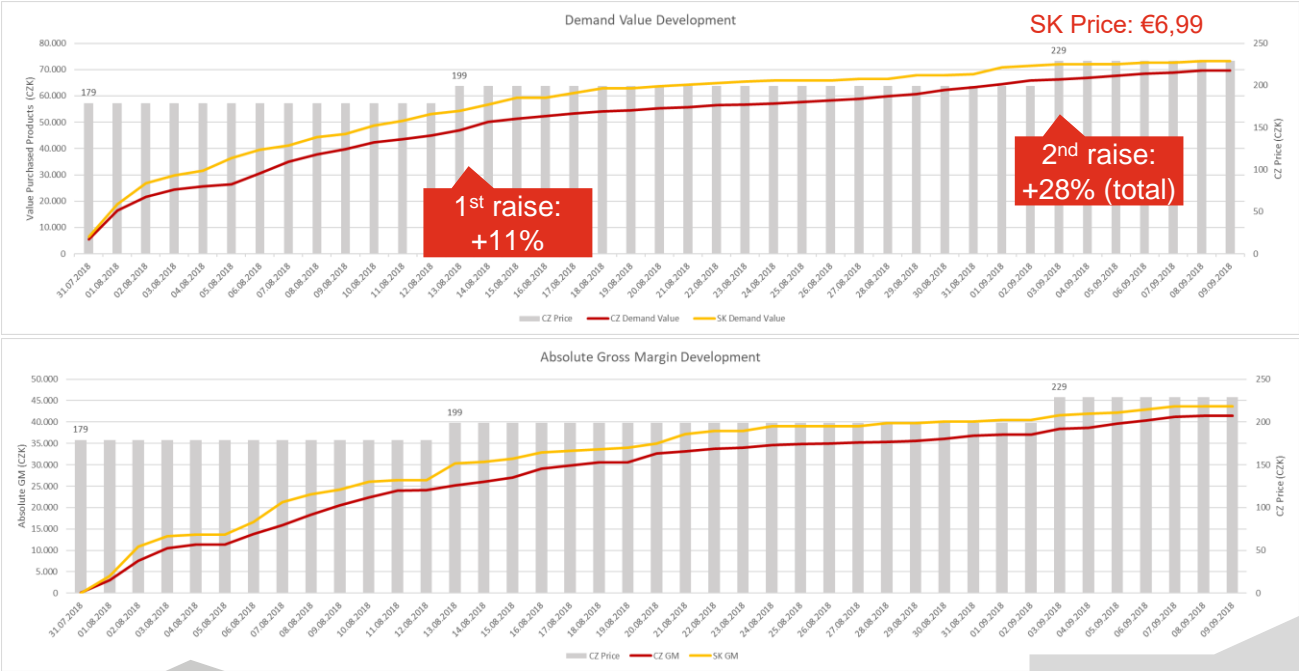
2nd price change

Product View		View-to-Basket ratio		Basket-to-Purchase	
Yesterday	Agg	Change since last price change	Yesterday	Agg	Change since last price change
457	7.864	1197	19%	15%	0%
457	7.864	1197	19%	15%	0%
457	7.864	1197	19%	15%	0%
457	7.864	1197	19%	15%	0%

3rd price change

Product View		View-to-Basket ratio		Basket-to-Purchase	
Yesterday	Agg	Change since last price change	Yesterday	Agg	Change since last price change
8.850	566	15%	-0,11%	47%	0,79%
8.850	566	15%	-0,11%	47%	0,79%
8.850	566	15%	-0,11%	47%	0,79%
8.850	566	15%	-0,11%	47%	0,79%

2 price increases in CZ TD **did not change TD trend**, and did not significantly impact shops performance



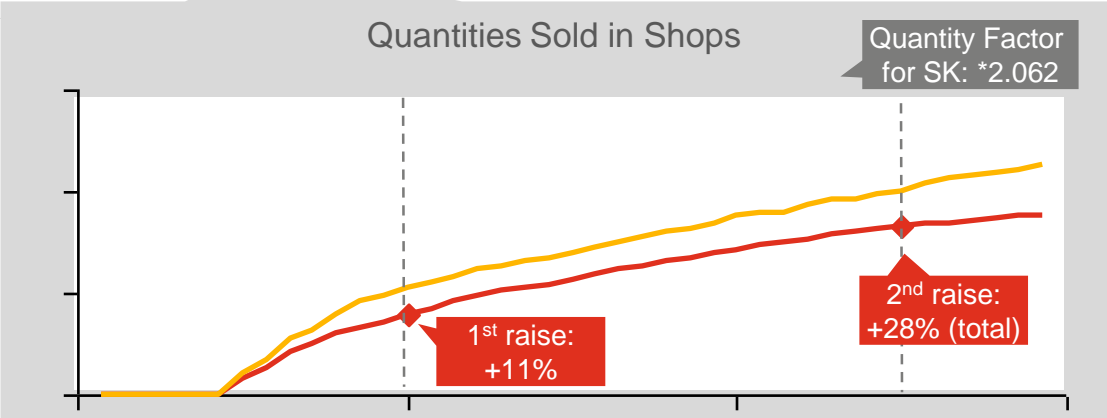
Facts & Figures:

91829 – BH-Wäschenetze	
Collection	Cleaning - Bee Clean
Project #	95815
Variants	-
TD Dispo/ Qty Sold	CZ: 890/402 - SK: 192 /121

Observations:

- CZ price: 179 CZK, 199 CZK, 229 CZK
- SK price: 6,99 €
- Overall, CZ Demand Value & absolute Gross Margin above SK
- Similar trends continued in both countries despite price increases

Quantities Sold in Shops



*) SK numbers indexed:
Adjustment factor (DV): *3,487
Adjustment factor (GM): *3,331
Fixed CZK conversion: *25,69

Dynamic pricing – Use Case 1 – Example of results Evaluation Czechia

Overall situation

Phases with higher price NS after change of price

Phases with positive impact: **21 articles**
Phases with negative impact: **9 articles**

Phase	Phase name	Volume impact	NS0 impact	BC impact from DP changed articles	Number of articles changed
2_2019	Active 2/19	-110	-5 424	-8 300	2
3_2019	Cleaning 3/19	-747	9 811	3 647	7
4_2019	Body 4/19	-356	296 911	291 133	11
5_2019	Bath 5/19	-674	-60 044	-48 258	10
6_2019	Kitchen 6/19	-150	-19 796	-24 112	3
7_2019	Hometex 7/19	-675	-271 058	-263 367	8
8_2019	Ladies 8/19	671	525 563	486 693	33
9_2019	Active 9/19	-669	-188 439	-202 233	21
10_2019	Storage + Crafting 10/19	-345	-8 856	-10 826	10
11_2019	Baby 11/19	-832	-100 485	-107 142	6
12_2019	Body 12/19	n/a	n/a	n/a	n/a
13_2019	Ladies 13/19	157	265 027	222 830	37
14_2019	Baking & Table 14/19	-180	-44 623	-47 702	3
15_2019	Kids 15/19	n/a	n/a	n/a	n/a
16_2019	Living - Marrakesh 16/19	n/a	n/a	n/a	n/a
17_2019	Men 17/19	-198	-25 479	-30 038	12
18_2019	Travel 18/19	674	219 727	208 655	6
19_2019	Ladies 19/19	267	223 748	207 643	32
20_2019	BBQ 20/19	-75	-13 292	-14 029	1
21_2019	Body 21/19	-638	-148 800	-163 234	23
22_2019	Camping 22/19	-451	5 637	-11 237	20
23_2019	Active 23/19	-83	68 717	45 242	24
24_2019	Family Beach 24/19	-242	52 662	41 063	32
25_2019	Bullerbü 25/19	-220	25 625	12 709	10
Total		-4 876	807 131	589 136	311

- NS0 impact is affected by Volume decrease but is over-compensated by price increase (+2m CZK)

Situation at Shops

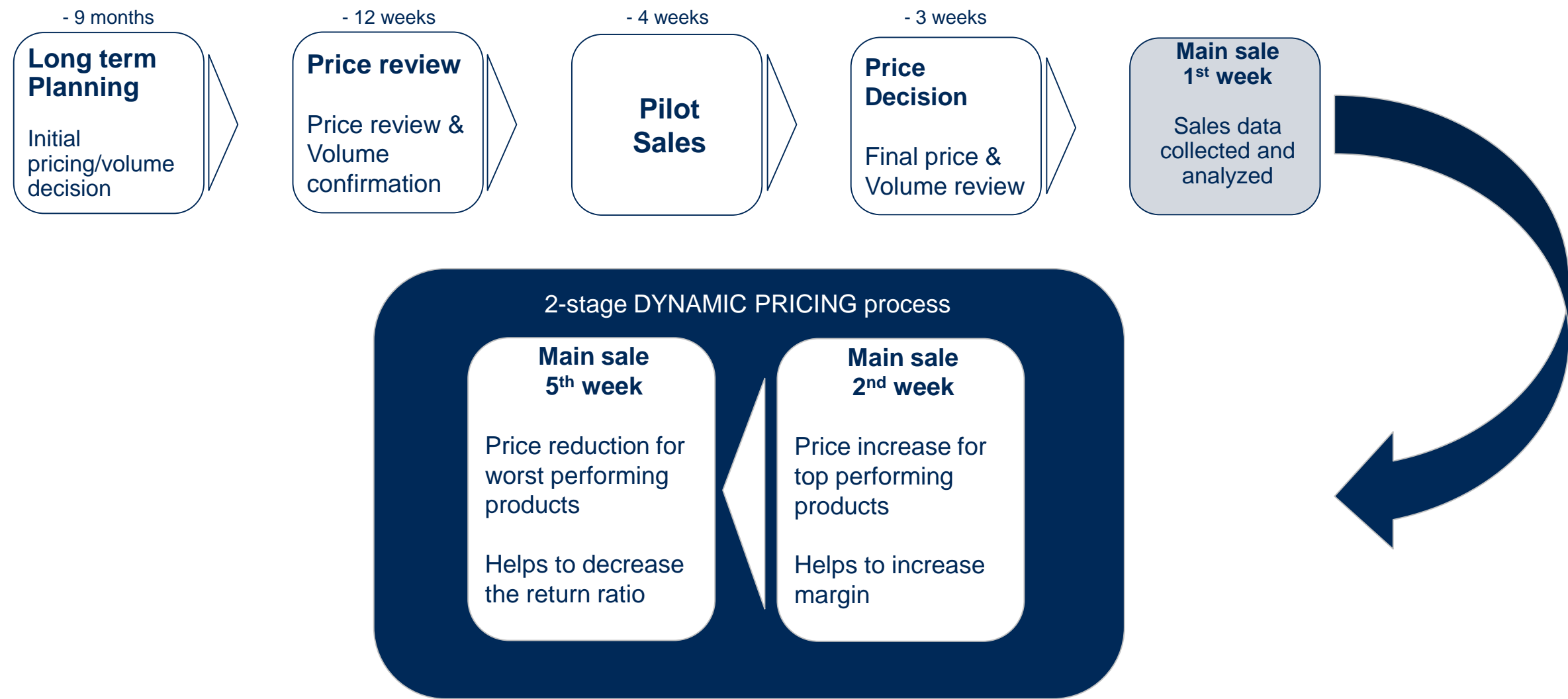
Phase	Phase name	Volume impact	NS0 impact	BC impact from DP changed items
2_2019	Active 2/19	-102	-8 267	-11 082
3_2019	Cleaning 3/19	-425	35 915	29 999
4_2019	Body 4/19	-196	-35 490	-38 038
5_2019	Bath 5/19	181	108 390	121 044
6_2019	Kitchen 6/19	-109	-7 764	-11 718
7_2019	Hometex 7/19	155	185 888	198 621
8_2019	Ladies 8/19	872	467 057	466 318
9_2019	Active 9/19	-74	13 477	6 686
10_2019	Storage + Crafting 10/19	-299	-19 443	-21 602
11_2019	Baby 11/19	-239	-17 992	-24 039
12_2019	Body 12/19	n/a	n/a	n/a
13_2019	Ladies 13/19	423	285 596	276 128
14_2019	Baking & Table 14/19	-69	-20 330	-21 993
15_2019	Kids 15/19	n/a	n/a	n/a
16_2019	Living - Marrakesh 16/19	n/a	n/a	n/a
17_2019	Men 17/19	-90	13 931	10 248
18_2019	Travel 18/19	166	76 723	68 502
19_2019	Ladies 19/19	920	438 406	442 320
20_2019	BBQ 20/19	-8	4 015	3 647
21_2019	Body 21/19	-230	-41 205	-49 853
22_2019	Camping 22/19	550	353 499	360 744
23_2019	Active 23/19	-177	-46 934	-62 046
24_2019	Family Beach 24/19	-78	63 881	61 786
25_2019	Bullerbü 25/19	-311	-27 554	-34 969
Total		859	1 821 797	1 770 704

Situation at TD

Phase	Phase name	Volume impact	NS0 impact	BC impact from DP changed
2_2019	Active 2/19	-8	2 843	2 782
3_2019	Cleaning 3/19	-322	-26 104	-26 353
4_2019	Body 4/19	-159	332 401	329 172
5_2019	Bath 5/19	-855	-168 435	-169 302
6_2019	Kitchen 6/19	-40	-12 032	-12 394
7_2019	Hometex 7/19	-830	-456 946	-461 988
8_2019	Ladies 8/19	-201	58 506	20 375
9_2019	Active 9/19	-595	-201 917	-208 919
10_2019	Storage + Crafting 10/19	-46	10 587	10 776
11_2019	Baby 11/19	-593	-82 492	-83 103
12_2019	Body 12/19	n/a	n/a	n/a
13_2019	Ladies 13/19	-266	-20 570	-53 298
14_2019	Baking & Table 14/19	-111	-24 292	-25 708
15_2019	Kids 15/19	n/a	n/a	n/a
16_2019	Living - Marrakesh 16/19	n/a	n/a	n/a
17_2019	Men 17/19	-107	-39 409	-40 287
18_2019	Travel 18/19	508	143 004	140 154
19_2019	Ladies 19/19	-653	-214 658	-234 678
20_2019	BBQ 20/19	-67	-17 306	-17 676
21_2019	Body 21/19	-407	-107 595	-113 381
22_2019	Camping 22/19	-1 001	-347 861	-371 981
23_2019	Active 23/19	94	115 652	107 287
24_2019	Family Beach 24/19	-164	-11 219	-20 722
25_2019	Bullerbü 25/19	91	53 179	47 677
Total		-5 735	-1 014 666	-1 181 567

Dynamic pricing – current process

Price management timeline (before main sales)





QUESTIONS ?