

UWE FABER-BILLOT

Global Category Management & Shopper Based Strategy

INNOVATION THROUGH CO-OPERATION

*P&G*prestige



What makes her shop ?



What makes him stop ?

Working together towards being

IRRESISTIBLE instore

Two key needs for change:

- 1. Reduce Complexity**
- 2. Increase Seduction**



The status quo

Innovation = Product news...

Each supplier fights for:

- 1. More space**
- 2. Better space**

Key tool: More and more news...



Working together towards being

IRRESISTIBLE instore

What can a supplier bring to the table?

- 1. Shopper understanding/psychology**
- 2. Category strategy proposals**



Barriers of not buying customers, ranked

1. No need to buy
2. Can buy cheaper elsewhere
3. I couldn't find what I wanted
4. I couldn't make up my mind
5. Product I was looking for was not available
6. I did not have time for shopping

Working together towards being

IRRESISTIBLE instore

Shopper psychology

The right amount of choice:

- 1. Paralysis, rather than Freedom**
- 2. Less satisfaction from choice made**





POS: Mom and Pop store in the 60s

here you get almost everything!



POS: Mom and Pop store in the 60s

POS

Past: POS = Point Of Supply



POS

Past: POS = Point Of Supply



POS

FUTURE:

PPOINT OOF SSEDUCTION

APPLE



Hollister Co.

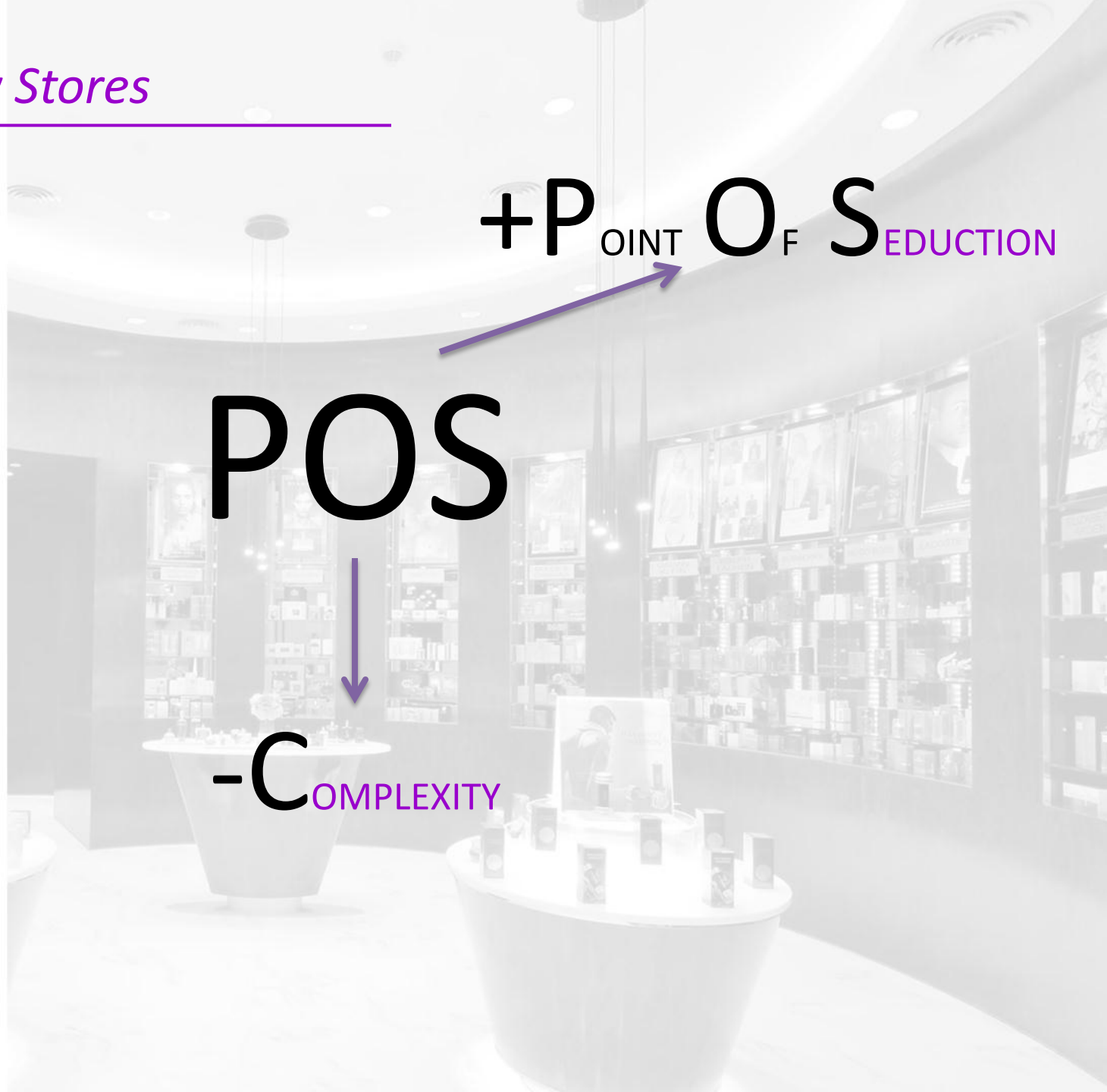


Beauty Stores

+POINT OF SALE

POS

-COMPLEXITY





Why „Have it all“ or Having the „Biggest Assortment“ may not be a winning strategy

AMAZON.com

Millions of sku's...

The screenshot shows the Amazon.com website in Internet Explorer. The browser's address bar displays the URL http://www.amazon.com/gp/site-directory/ref=topnav_sad. The page header includes the Amazon logo, a greeting "Hello. Sign in to get personalized recommendations. New customer? Start here.", and a "FREE 2-Day Shipping: See details" banner. Below the header is a navigation bar with links for "Your Amazon.com", "Today's Deals", "Gifts & Wish Lists", and "Gift Cards". A search bar is present with a dropdown menu set to "All Departments". To the right of the search bar are buttons for "GO", "Cart", and "Wish List". The main content area is divided into four columns of departmental links:

- Unlimited Instant Videos**
 - [Prime Instant Videos](#)
 - [Learn More About Amazon Prime](#)
 - [Amazon Instant Video Store](#)
 - [Your Video Library](#)
 - [Watch On Your TV](#)
- MP3s & Cloud Player**
 - [MP3 Music Store](#)
 - [Cloud Player for Web](#)
 - [Cloud Player for Android](#)
 - [Amazon MP3 for Mobile](#)
- Amazon Cloud Drive**
 - [Your Cloud Drive](#)
 - [Learn More About Cloud Drive](#)
- Kindle**
 - [Kindle \(Wi-Fi\)](#)
- Digital Games & Software**
 - [Game Downloads](#)
 - [Software Downloads](#)
 - [Your Games & Software Library](#)
- Audible Audiobooks**
 - [Audible Membership](#)
 - [Audible Audiobooks & More](#)
 - [Bestsellers](#)
 - [New & Notable](#)
 - [Listener Favorites](#)
- Books**
 - [Books](#)
 - [Kindle eBooks](#)
 - [Textbooks](#)
 - [Audiobooks](#)
 - [Magazines](#)
- Electronics & Computers**
 - [TV & Video](#)
 - [Home Audio & Theater](#)
 - [Camera, Photo & Video](#)
 - [Cell Phones & Accessories](#)
 - [Video Games](#)
 - [MP3 Players & Accessories](#)
 - [Car Electronics & GPS](#)
 - [Appliances](#)
 - [Musical Instruments](#)
 - [Laptops, Tablets & Netbooks](#)
 - [Desktops & Servers](#)
 - [Computer Accessories](#)
 - [Computer Parts & Components](#)
 - [Software](#)
 - [PC Games](#)
 - [Printers & Ink](#)
- Grocery, Health & Beauty**
 - [Grocery & Gourmet Food](#)
 - [Natural & Organic](#)
 - [Health & Personal Care](#)
 - [Beauty](#)
- Toys, Kids & Baby**
 - [Toys & Games](#)
 - [Baby](#)
 - [Clothing \(Kids & Baby\)](#)
 - [Video Games for Kids](#)
- Clothing, Shoes & Jewelry**
 - [Clothing](#)
 - [Shoes](#)
 - [Handbags & Accessories](#)
 - [Luggage](#)
 - [Jewelry](#)
 - [Watches](#)



Replenishment goes online!

amazon.com

Hello. [Sign in](#) to get personalized recommendations. New customer? [Start here.](#)

FREE 2-Day Shipping: [See details](#)

Your Amazon.com | [Today's Deals](#) | [Gifts & Wish Lists](#) | [Gift Cards](#)

[Your Digital Items](#) | [Your Account](#) | [Help](#)

Shop All Departments

Search

GO

Cart

Wish List

Beauty

All Brands | **Fragrance** | Makeup | Skin Care | Hair Care | Bath & Body | Men's Grooming | Tools & Accessories | [Subscribe & Save](#) | [Special Offers](#)

Department

[< Beauty](#)
[< Fragrance](#)

Women's

- Body Sprays (263)
- Cologne (658)
- Eau de Parfum (7,584)
- Eau de Toilette (6,272)
- Essential Oils (261)
- Sets (2,891)

Shipping Option [\(What's this?\)](#)

Free Super Saver Shipping

Subscription Option

[Subscribe & Save](#) (4)

Brand

Beauty > Fragrance > Women's

Showing 1 - 24 of 26,536 Results

Sort by [Bestselling](#)

1.



Jessica McClintock By Jessica McClintock For Women. Eau De Parfum Spray 3.4 Oz.

~~\$55.00~~ **\$27.15**

[62 new](#)



2.



Ck One by Calvin Klein for Men and Women, Eau De Toilette, 6.8 Ounce

~~\$62.00~~ **\$40.38**

[46 new](#) from [\\$34.78](#)

(55)

3.



Versace Bright Crystal By Gianni Versace For Women, Eau De Toilette Spray, 3-Ounce Bottle

~~\$82.00~~ **\$47.86**


[77 new](#) from [\\$34.99](#)



Cheap-est – difficult to be!

create account or login My Cart 

SUMMER CLEARANCE Save up to 90% OFF!

WOMENS | MENS | GIFT SETS | BATH & BODY | HAIRCARE | COSMETICS | **CLEARANCE** Search entire site  Shop by Brand 

ALPHABETICAL BRAND INDEX:
A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z #

Select a Designer 

- New Arrivals
- Best Sellers
- Celebrity Fragrances
- Only at Perfumania
- Kid's Fragrances
- Under \$100.00
- Under \$50.00

SUMMER clearance!

SAVE UP TO 90% OFF

OVER 200 PRODUCTS ADDED
FREE SHIPPING
on \$25 or more.
+ 3 FREE Samples with every order!

SHOP NOW 

[CLICK HERE FOR DETAILS](#) *QUANTITIES ARE LIMITED

SUMMER CLEARANCE SAVE UP TO 90% OFF

MINI FRAGRANCE BAR

SEXY SUMMER SCENTS

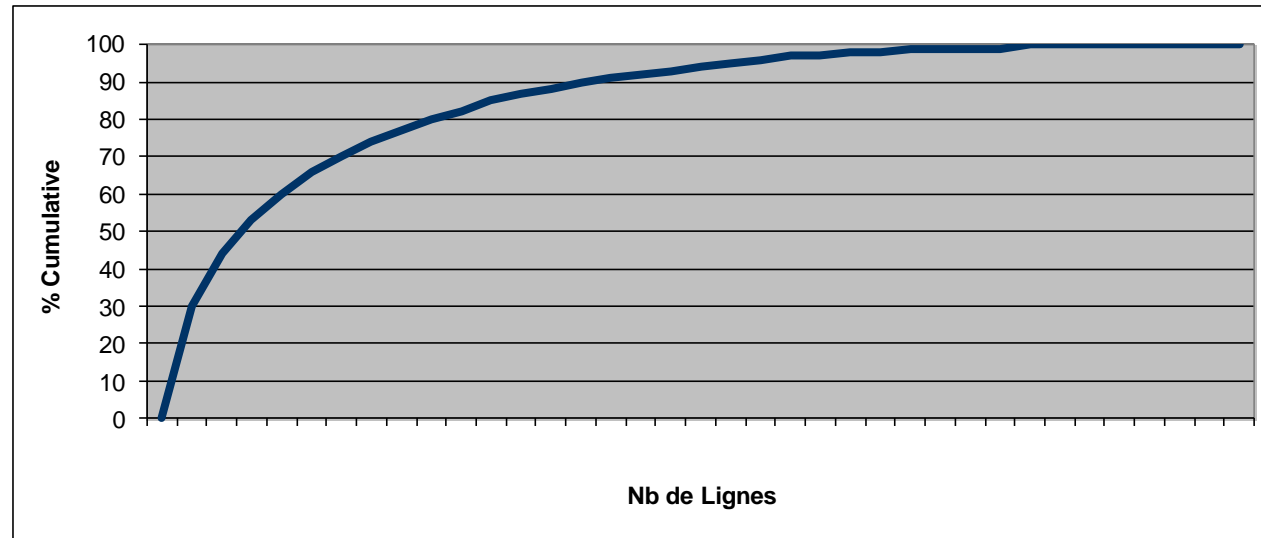
JUNE EXCLUSIVE STEALS!



The status quo

Today, the typical TR perfume store holds:

1. **> 80 Brands**
2. **> 500 scents**



ca. 100 scents account for >80% of the business



MALE BRAND Segments



ESTABLISHED BEAUTY HOUSE

Aramis (UK)
 Bvlgari (DE/US)
 Cartier (DE/US)
Chanel
Christian Dior
 Clarins
 Elisabeth Arden
 Estee Lauder
Givenchy
Gucci
Guerlain
Hermes
 Lancome
 Lanvin
Rochas
YSL

HIGH FASHION

Bvlgari (FR/UK)
 Carolina Herrera (US)
 Cartier (FR)
Dolce & Gabbana
Giorgio Armani
Gucci
Jean Paul Gaultier
Issey Miyake
 (US/DE/FR)
 Moschino (US)
 Marc Jacobs
 Michael Kors
 Narciso Rodriguez
 Prada
 Stella McCartney
 Tom Ford
Thierry Mugler
 Valetino
 Versace
 Viktor & Rolf

TRADITIONAL ELEGANCE

Aramis
 (DE/FR/US)
Azzaro
Baldessarini
Hugo Boss
 Burberry
Cerruti
Davidoff
 DKNY (US)
Dunhill
 Kenneth Cole
 Mont Blanc
Paco Rabanne
 Paul Smith
Ralph Lauren
 Roberto Cavali
 Vera Wang (US)

CASUAL CHIC

Carolina Herrera (DE)
 Cacharel
 Clinique
Calvin Klein
 David Beckham (UK)
 Diesel
 DKNY (DE)
 Dsquaredz
Escada
 Gant
 Guess
 Ikks
 Issey Miyake (UK)
Jil Sander
Joop!
Kenzo
Lacoste
Laura Biagiotti
 Lolita Lempicka
 Moschino
 Sean John
 Shilpa Shetty
 Tommy Hilfiger
 Usher
 Vera Wang (DE)

YOUTHFUL & PLAYFUL

Bruno Banani
 David Beckham
 Marc O'Polo
Mexx
Puma
 Tom Tailor

Only in
Germany and
neighbouring
countries

Profit Impact



Retailer's category profit impact through fine fragrances SKU simplification

0. Propose cockpit values to get respective and most recent values from "Calibration"

Four blue buttons representing retail channels:

- Independent perfumery
- Perfumery Chain
- Department store
- Travel retail

1. Basic category portfolio information (annual data, category specific)

Number of Outlets (non category specific)	452
Number of Brand Lines	500
Number of SKUs (incl. testers)	3,000
Average price-off of regularly delisted SKUs	35%

2. Basic category performance information (annual data, before category simplification)

Total category revenue across all outlets	720,000 k€
Total store labor costs for category	144,000 k€ (20% x revenue)
No. of beauty consultants	4339.8

Cockpit

Calibration

Analysis



Airline assortment

Inflight catalogue:

1. 30 scents
 - 20 female
 - 10 male



„Rose Essentielle“
arum Spray 30 ml B13
€ 45,00



Gucci by Gucci
Eau de Parfum Spray 50 ml B13
€ 58,00



„Aguilera“
arum Spray 50 ml B12
€ 28,00



Escada „Moon Sparkle“
Eau de Toilette Spray 30 ml B12
€ 29,00



Jette „Dark Sapphire“
Eau de Toilette Spray 50 ml B13
€ 31,50



Jette „Dark Sapphire“
Eau de Toilette Spray 50 ml B13
€ 31,50

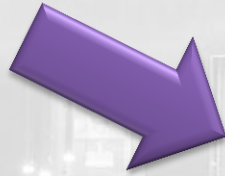
Covering all brand segments and grouping them together will increase chance to sell to our passengers



TR P.O.S. ITIONING

Point Of Seduction

- **Right, managable assortment**
- **Great category experience**
- **Win with men**
- **Win in Gifting**



Differentiate

Stand for something

vs. Domestic

vs. eCommerce

Thank you!

