



Politica assortimentale di Insegna

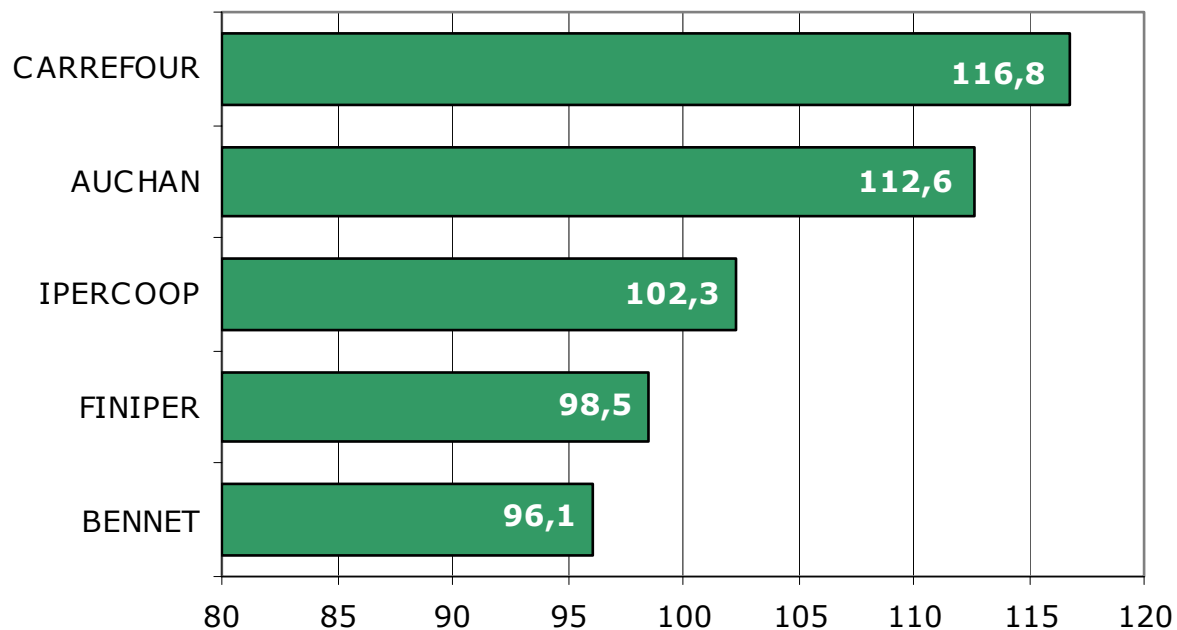
Il diverso approccio distributivo nel mercato
Birra

Le Insegne analizzate

| | Numero PdV | Esposizione lineare | Ref. PdV trattanti | Facing |
|-------------|------------|---------------------|--------------------|------------|
| IPER | 120 | 60,5 | 101 | 622 |
| AUCHAN | 42 | 66,7 | 113 | 691 |
| BENNET | 18 | 55,3 | 96 | 535 |
| CARREFOUR | 32 | 81,6 | 117 | 841 |
| FINIPER | 17 | 65,5 | 99 | 659 |
| IPERCOOP | 53 | 56,0 | 102 | 588 |

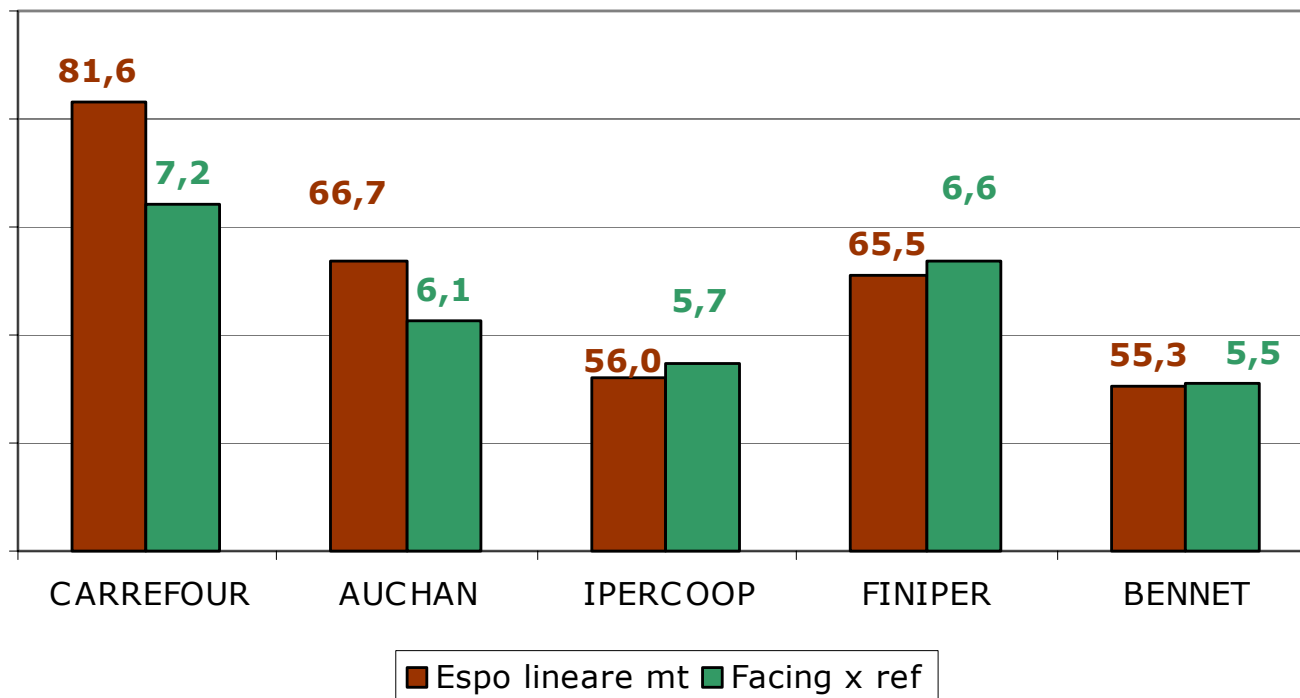
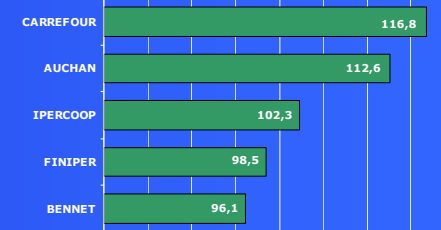
La scelta delle insegne è stata operata tenendo in considerazione le referenze medie trattate, i metri lineari dedicati alla categoria, i facing e la numerosità campionaria.

Referenze medie trattate

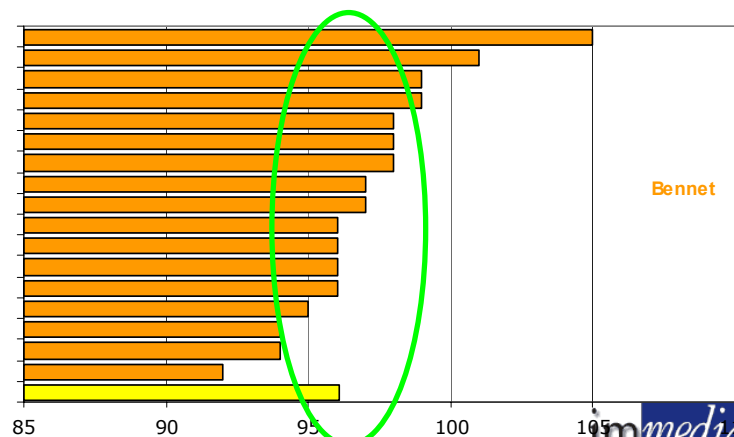
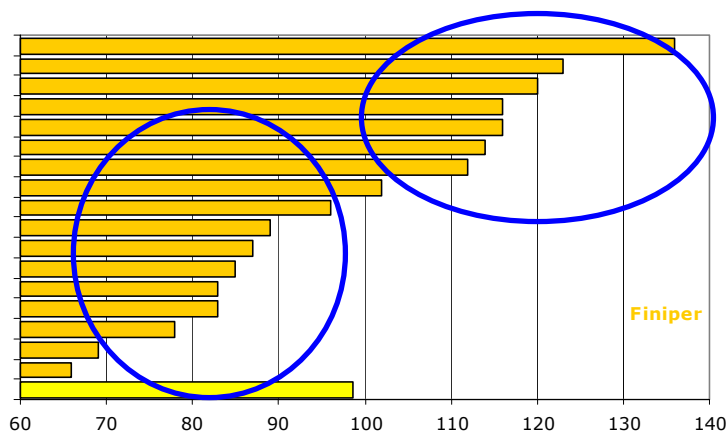
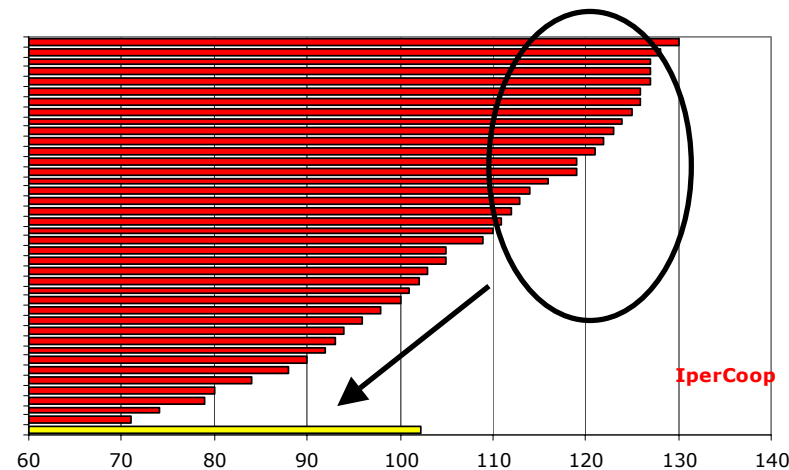
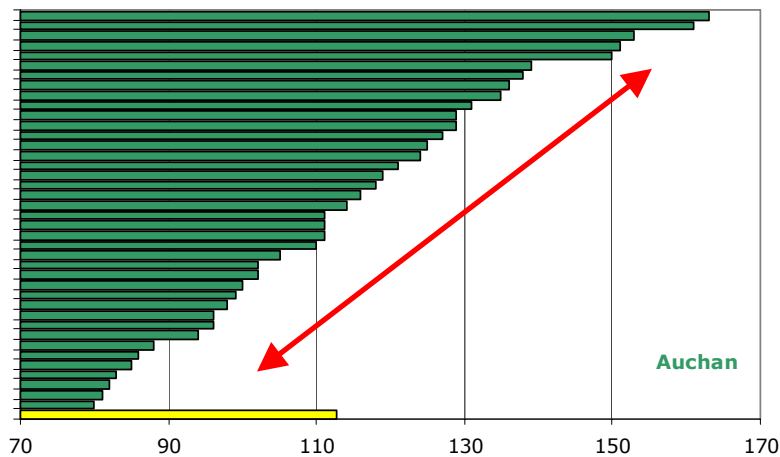
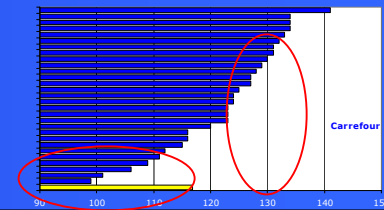


N° di referenze medie per Insegna

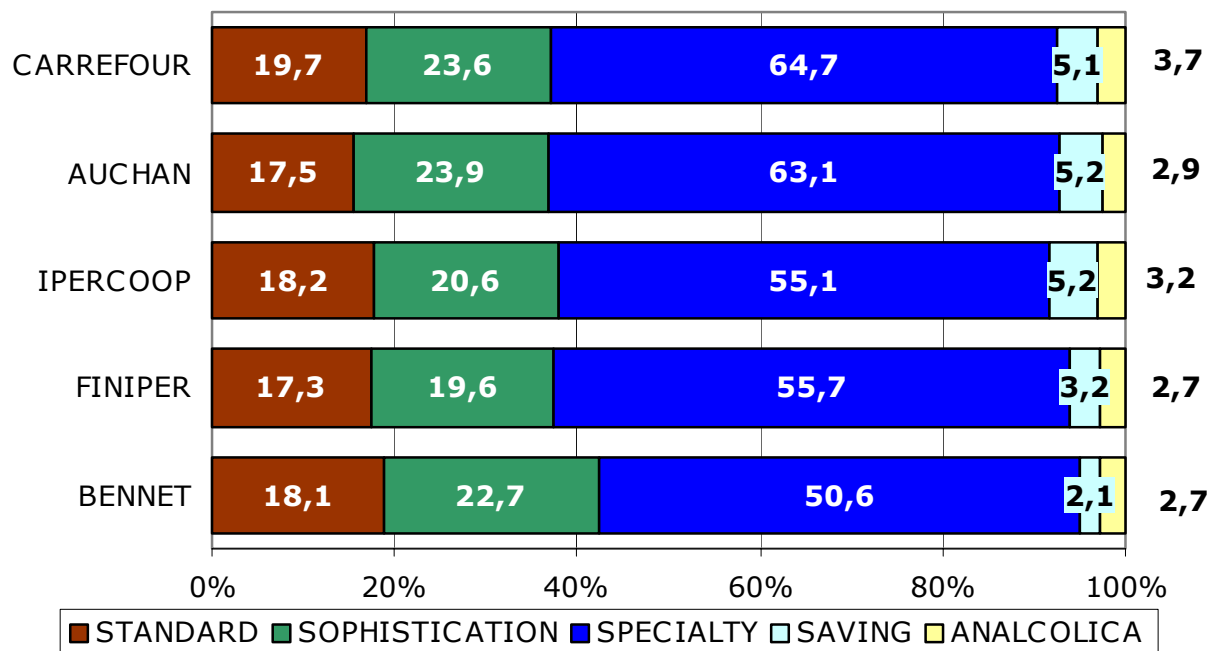
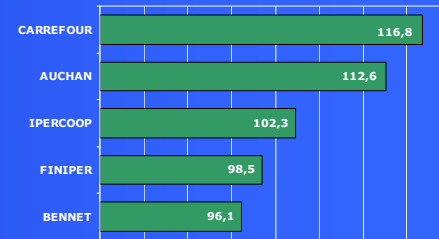
Metri lineari e facing medi



Formati assortimentali

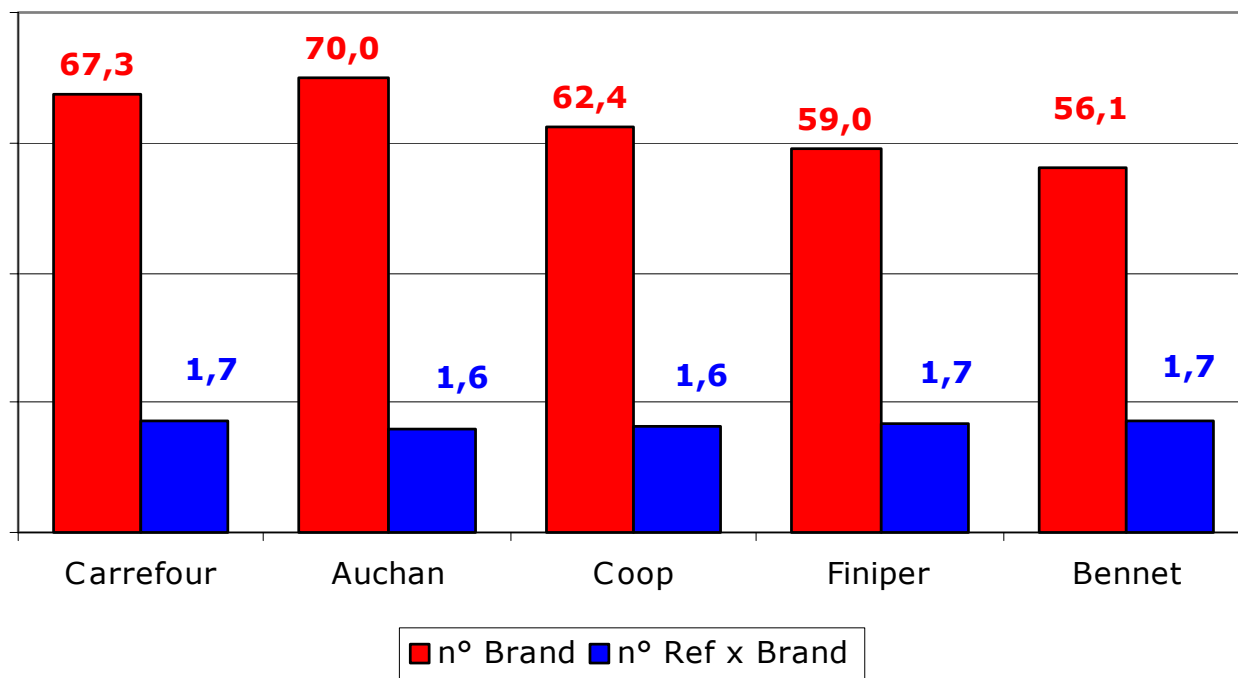


Varietà assortimento



La ripartizione % delle referenze tra i diversi segmenti è molto simile tra le varie Insegne. In termini di assortimento, chi ha meno referenze totali, penalizza maggiormente il segmento specialty.

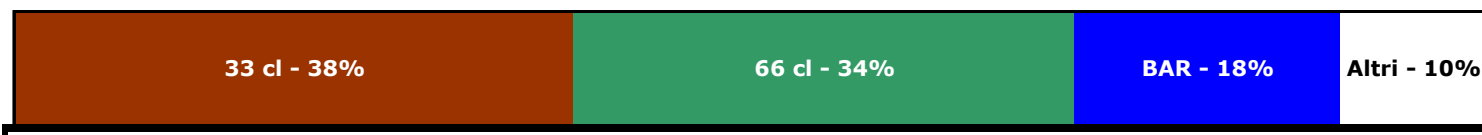
Ampiezza e profondità assortimento



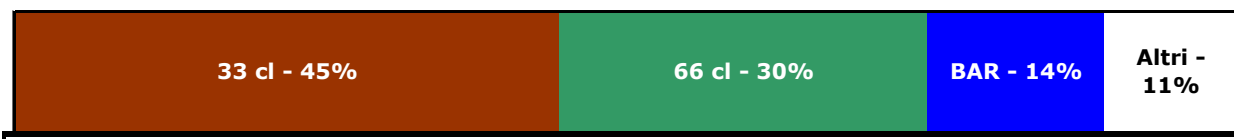
Si privilegia l'ampiezza di assortimento alla profondità. Mediamente infatti le ref. per brand sono 1,7. Auchan (in particolare), ma anche Carrefour propongono un vasto assortimento per brand.

Spazio a Scaffale: Spazio a Scaffale - Formato

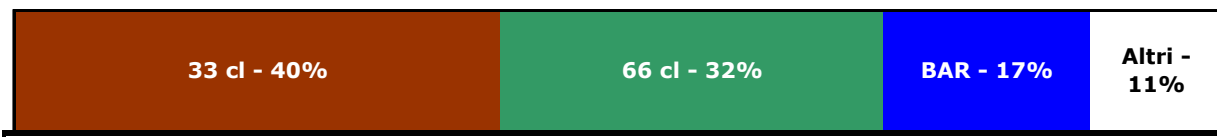
Carrefour



Auchan



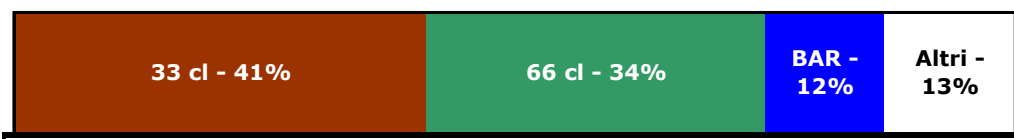
Finiper



IperCoop

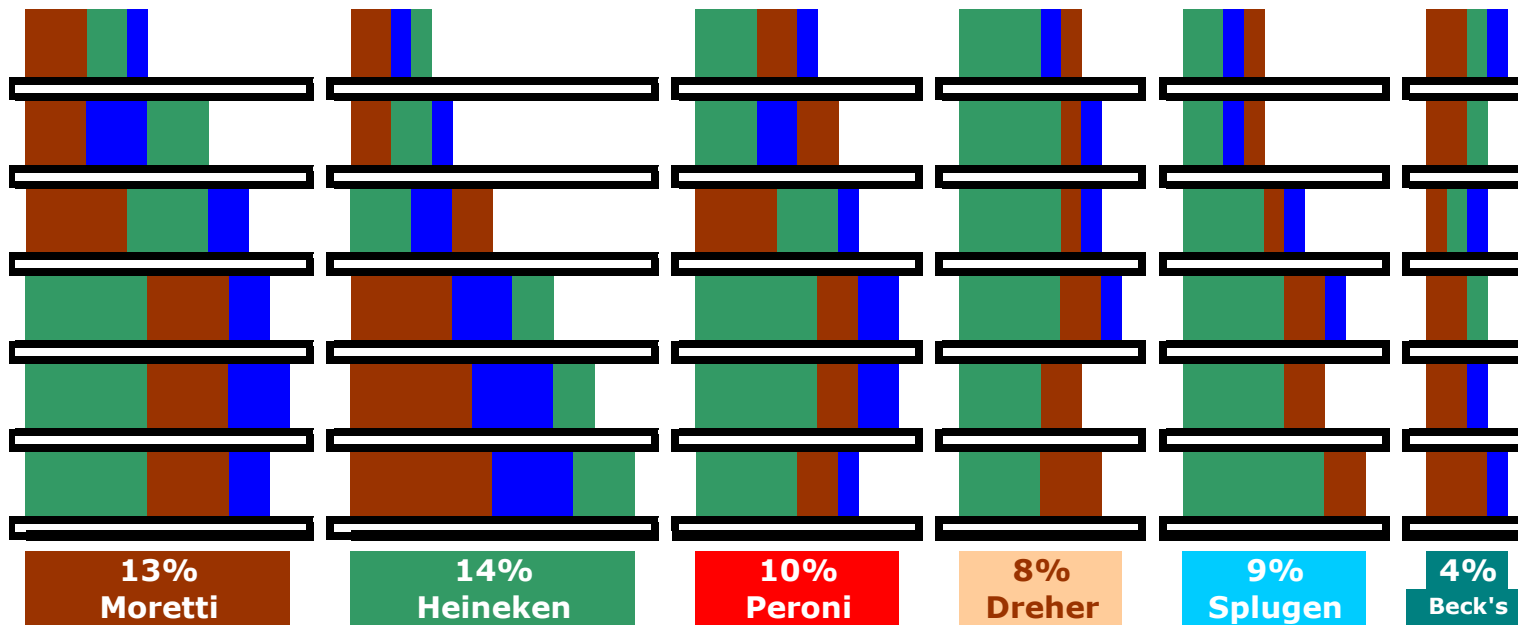


Bennet



Spazio a Scaffale: Layout Display – Brand/Formato

Quota Spazio Ripano Brand/Formato - Carrefour



33 cl 66 cl BAR

Prezzi referenze standard: forbice prezzi

