



# ON-SHELF AVAILABILITY SELF-ASSESSMENT

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## ARE EMPTY SHELVES LEADING TO EMPTY POCKETS?

If shoppers can't find what they're looking for, you lose the sale. They may purchase a competitor's product instead, possibly from a different store, which would not please your retailer partner.

Low on-shelf availability (OSA) rates and out-of-stock (OOS) situations can negatively impact your company, your retailers, and your consumers—possibly in the long term. The blow to your brand and your company's bottom line can be crushing. Your retailer relationships can also be damaged, with some partners opting to sell another company's product instead of yours.

# DO YOUR OSA STRATEGIES CUT THE MUSTARD?

Complete this OSA self-assessment to gauge your company's position and performance in maintaining stock on physical stores and online shelves, and to identify the need for new or revised OSA strategies, processes, and practices.

YES NO

Answer each question and check your score on the next page.

Is your company currently collecting and analyzing the availability—both in-store and online—of all your items/SKUs for each store across all your retailer partners daily?

Do you receive daily alerts or exception reports that accurately identify low inventory or out-of-stock situations for each store by retailer and/or by brand, category, or geography?

Are you able to effectively determine the root causes of out-of-stocks, such as phantom inventory, distribution voids, inaccurate demand forecasting, misplaced inventory, and poor retail execution?

Can you quickly and accurately measure the impact of OOS on sales, revenue, and profitability, or the cost of each lost sale by retailer and store?

Are your alerts integrated with other internal systems or applications, allowing sales and account teams to act on these alerts immediately and proactively collaborate with retailers to resolve these OOS situations and ensure shelves are stocked?

Can you accurately measure the total value of recaptured sales across SKUs, brands, categories, retailers, and/or geographies?

Have you instituted timely reporting and implemented business processes to predict, identify, and prevent (or limit) out-of-stocks based on store and item before they negatively impact your and your retailers' business?

Do you currently collaborate with your retailers to develop accurate sales forecasts by store?

Are you able to accurately forecast store-level inventory for all retailers to optimize product allocation and sell-through for new product launches, trade promotions, and marketing campaigns?

Do you track and analyze your omnichannel sales activity daily to understand how e-commerce in-store fulfillment directly affects physical store product availability?

Have on-shelf availability issues adversely affected your retailer partner relationships?

Have out-of-stock situations negatively impacted consumer satisfaction or brand loyalty?

# HOW WELL DID YOU DO? IF YOU CHECKED YES...

## 0-4 TIMES



This is not the position you want to be in. In your present state, you are more than likely significantly hurting your business in several ways: lost sales and revenue, suboptimal ROI, strained retailer relationships, dissatisfied consumers, and damaged brand reputation.

**Your company should take immediate action to reduce out-of-stocks** and ensure on-shelf availability for all your products before your business and retailer partners take an even bigger hit.

## 5-9 TIMES



You're certainly in a better position than some companies, but you're not completely out of the woods. With substandard OSA practices and processes, the risk of leaving millions of dollars on the table and losing valued consumers still exists.

**You should thoroughly evaluate the effectiveness of your current OSA practices** and increase your focus on OSA to consistently stock physical and digital shelves, optimize retail replenishment, and maximize revenues and profitability.

## 10-12 TIMES



Bravo! You're in a good position to eliminate or reduce out-of-stocks and maintain or increase on-shelf availability rates to keep your products moving and consumers and retailers happy.

**However, it is essential to consistently monitor your OSA rates and practices**, maintain regular and open communication with retailer partners, and ensure that you are utilizing the most timely and accurate point-of-sale (POS) and inventory data to minimize the risk of out-of-stocks.



# OPTIMIZE ON-SHELF AVAILABILITY. RECLAIM REVENUE.



To improve on-shelf availability, eliminate out-of-stocks, and boost sell-through, consumer goods companies must make strategic, proactive, and confident business decisions and establish efficient and effective practices based on the most detailed, timely, and comprehensive retail data and insights.

Learn more about how Retail Velocity and our modern retail data platform can help you automatically gather and leverage daily item- and store-level POS and inventory data from any data source to resolve OSA and inventory issues to profitably grow your business across all retailers.

## CONTACT US TODAY



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