

### ***Kruger National Park***

At the Kruger National Park we assessed the sales of beverages and changed the way we sold Coke.

We noticed that the way the stock was merchandised in the fridges favoured the cans instead of buddy bottles, the latter having the higher resale and gross profit.

We changed the arrangement so that the cans were placed in unfavourable reach areas and the buddies in the line of site and ease of reach.

The result? Sales up over 8% - like for like.

Reasons behind this increase of sales (besides the suggestive placement) included parents being able to close the bottle and travel with it (before the can had to be finished by children or thrown away in case it got spilt in the car) as well as closing the syrupy beverage when Bees (which are prevalent) were around.

Sometimes simple is the most effective!

Cost to client – nothing but time taken to analyse and implement.