



# MERCHANDISING & STOCK COUNT AUDITS

## Research | Consulting

**AboutFace** can help you record stock levels and merchandising effectiveness to better understand product variety, stock levels, and placement.

## Stock Count Benefits

Stock Count Audits focus on taking count of your company's key items – those items that are most strategic to your marketing and sales. By accurately capturing the in-store stock levels, you will be able to gain the following:

- Minimize out-of-stock items
- Early identification of issues causing out-of-stock items
- Increase confidence in buying decisions
- Lessen discrepancies
- Maintain focus and keep inventory as a priority

## Merchandising Effectiveness

In that moment of truth, the best product doesn't win unless it is presented in a compelling and appealing way. There are three basic "F's" of retail execution to winning this first moment of truth.

**Fresh:** Subtleties, such as font, color combinations, and even the shape of the packaging, can greatly affect how consumers perceive freshness. In addition to packaging, the stock level of your product has a tremendous impact on the perception of freshness.

**Featured:** Outside of packaging, the location of the product relative to the competition is very important at winning the first moment of truth.

**Find:** Your packaging needs to stand out, you need to be in a shelf position that is readily visible, and you need enough product facings and stock to make a reasonable impression on the scene.

According to a study done by IDG Research, 59% of consumers rated out-of-stocks as "very frustrating," while 25% say that if they find a specific product is missing, they won't buy anything at all, or will wait to buy on their next visit.

Out of stock merchandise costs retailers and wholesalers millions of dollars per year. By introducing data-driven intelligence to the order origination process, distributors can eliminate six of the most common causes of shelf-holes, improving customer service, increasing sales, and decreasing costs.