

## 1

### BUSINESS CHALLENGE

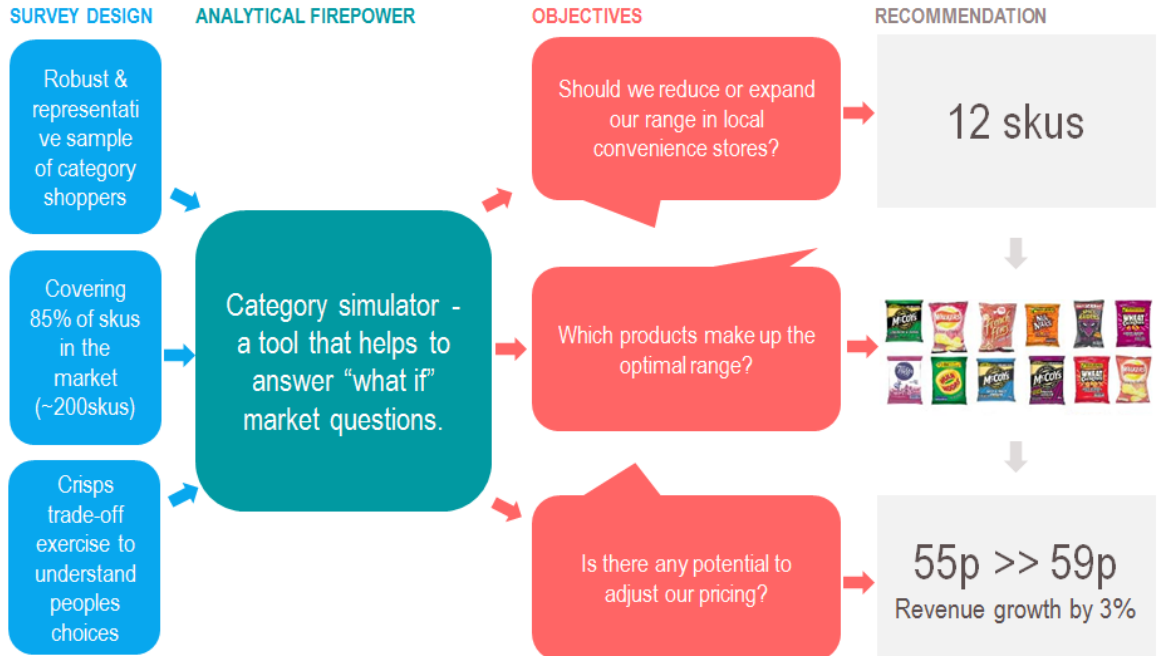
With over 300 products existing in the single serve crisps category, finding the **optimal range** for small convenience stores was crucial for our clients' category growth.



## 2

### OUR APPROACH

By using an advanced trade-off analysis, we were able to determine the optimal number of products for the category and identify which products would give the greatest return.



## 3

### OUTCOME

Learnings from the research have been used to negotiate with retailers and to streamline the crisp range in a more "on-the-go" environment.



*We have embedded the Impact Optimiser at the heart of our category strategy.*



WHO ELSE HAS BENEFITED FROM OUR OPTIMISER?

