SALE-TO-ORDER SELECTION WORKSHOP 8.2.2017

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PROGRAMME

- **WORKSHOP: Future of sale-to-order selection?**
    - Teamwork 4x10 minutes
    - Summary 20 minutes

- **Recognized challenges in the self-service listing**

Future of the sale-to-order selection?

1. **Feedback to a current situation**

    –   What do you think of the current procedure in sale-to-order selection?
    –   Which are possible obstacles or challenges for listing?

2. **Responsibility and quality perspective**

    –   Is self-regulation of responsibility working?
    –   How quality of products is ensured to customers?

3**. Selection management**

    –   Should we compensate the selections actively / does it harm if selection is slant because of offering?
    –   What do you think about availability in the shops / Alko online shop?

4. **Reports**

    –   Which and what kind of reports?

Summary 1/2

1. Feedback to a current situation

Challenges

- Process has been delayed because of photographing
- Collecting data and getting analyses takes most of the time
- Limited availability product's amount should be notified better to customers
- Alko's cost structure of sale-to-ordes selection's products must be look over
- Needs of different customers (Horeca-consumers)
- In shops's selection is limited to 10 products, is there going to be a change for this?

Positive things

- Two weeks is good timeline for listing
- Process has worked well
- Process is fast and flexible

2. Responsibility and quality perspective

- High quality of products is benefit for importer
- Trust for collaborators and selecting good products
- BSCI-form to be filled by producers
- Consumer defines quality
- Producer is responsible of product's technical quality by law
- Supplier will take care of quality control of it's own products when it can be done (e.g. markings of best before date)
- Working well → we all share the same responsibility and risks / our common benefit x 2
- All professionals not only Alko
- In responsible issues we still can see risks in production
- Sanctions for withdrawals should be reduced from smaller suppliers so they could be able to carry their responsibility in those cases. Too high fee can affect to self-regulation
- Authorization from producer to ensure the supply chain
- Self-regulation is working well x 2

Summary 2/2

3. Selection management

- Can you communicate of different shop types to customers e.g. special products / higher-priced products are available in joker shop types → customers are directed to right shops

- Wrong availability information for some products in Alko Online shop → available products are in red

- "My taste" function in Alko Online shop should treat suppliers equally

- Gift boxes in seasonal product in a challenge for online orders

- Different ways to operate and ignorance in the shops: guidance from the chain → floating products → sale-to-order selection x 2

- More freedom to manage the selection in each shop / need of limits? x 4

- Trusting to salespersons in the shops when selecting the optional products

- Different selections in shops e.g. sparkling wine shop

- Products can be in special display

- Selection will be composed after demand and supply, no need for rules

4. Reports

- Amount of transferred products / product group x2

- Specific amount of products in the shops and total amount of products are wished to come back to reports

- Price list of products in excel form in webpages?

- Development of selection

- Share of purchases made by consumers

- Product information to webpages

- Sales by product groups wider (e.g. price groups) x2

- Sales by regions x2 (by products)

- Electronic new products leaflet

- Average price to consumers

- Users of Alko Online shop – Annual report / typical consumer in online shop

- Listing date to webpages

- Collecting point shops of Alko Online shop and ja biggest collecting points

- TOP 100 in Alko Online shop

Recognized challenges in the self-service listing

- The authorization is missing from the offer
- Limited availability product's availability information

Wines

- The certification of organically certificated product is missing

Analysis summary

- Information in total acid content field is wrong
- The right range is over 4 g/l
  - → if lower 4 units mekv/l or some other acid
  - → information of tartaric acid by unit g/l

Product information

- If the product has a vintage it must be notified

Taste styles

- The product's characterization and taste style don't match
  - o Nuanced and developed means developed red wine
  - o Smooth and fruity is sweeter red wine
  - o Generous and toasty includes oaked white wine

Spirits

Analysis summary

- Methanol content, extract or sugar content is missing

Beers

- The clarification of small producer is missing

Analysis summary

- Colour, original gravity or bitterness are missing
  - → Valvira's first control analysis is not enough

Characterization

- Normative values for evaluating of hop (EBU):
  - o Mildly hopped: under 20
  - o Medium hopped 20-30
  - o Strongly hopped 30-50
  - o Very strongly hopped: over 50
- Cloudiness of beer
  - o Cloudy and/or might include sediment / yeast
    - → After colour in characterization

THANK YOU

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