

Final Report

Banana in store merchandising program FY23

Project leader:

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Delivery partner:

Strikeforce

Project code:

BA22505

Project:

Banana in store merchandising program FY23 (BA22505)

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Public summary

Milestone MS190 has seen 3 months of the BA22505 Banana In Store Merchandising Program FY23 being delivered to Hort Innovation by the Delivery Partner Strikeforce. This program delivers key insight into the storage and merchandising standards conducted at two major retailers – Coles and Woolworths. Strikeforce is visiting 1,000 stores weekly to capture data and delivering key insights and trends to Hort Innovation.

Strikeforce merchandisers capture data on how each store handles stock in the store room – capturing if it is stored at room temperature or in a cool room. Merchandising standards are also measured – whether the stock is hand stacked or tip filled. Availability standards are also monitored with stock on hand counts being compared to stock counts in the system. Lastly, the displays are monitored for consistency of green and yellow bananas being available for purchase – giving customers the choice.

Strikeforce reported weekly to Hort Innovation on the progress of these items which included:

1. Live reporting dashboards with log in credentials provided to the Project Reference Group
2. Audit survey data collection being collated in the Strikeforce CRM data capture tool (merx) by the field merchandising team in line with the monitoring and evaluation plan

With the expertise of the Delivery Partner Strikeforce in bringing retail store field programs from development to a live environment, the banana merchandising project has set up the overall program for strong deliverables on project outcomes with the program being in a live environment.

Strikeforce will continue to deliver key weekly reports in conjunction with monthly Milestone reports to ensure clear communication on program findings are being shared with the Project Reference Group.

Achievements

Table 1. Achievements

Achievement criteria	Delivery partner assessment: • Achieved • Partially achieved • Not achieved	Justification
Store visits commenced	Achieved	Call cycle compliance and visits
Merchandising standards applied – availability and storage	Partially Achieved	Demonstrated results in store
Collection of audit data	Partially Achieved	Data input recorded using Merx software
Reporting	Partially Achieved	Weekly reports are being provided

Outputs

Table 2. Output summary

Output	Description	Evidence and data
Merchandising standards as per project scope being applied at store level – availability and storage principles	Applied as required store by store	Display photos taken at store level
Collection of audit data	Store-level information populated during each call	Merx data – recorded at store level
Reporting	1 x Coles and 1 x Woolworths report focused on key deliverables provided to Hort for every week of June	PDF reports

Other information

No additional information to report