

## **Content: Presentation New Items Revision**

- New assortment (1 slide)
  - Product presentation
  - Picture
  - USP including what customer need the product will cover
  - Net price
  - Consumer price recommendations
  - Volume forecast in number of sold consumers items
- Discontinued assortment
  - Your proposal
  - Summary of items that no longer will be sold to any buyers
- Existing assortment
  - Information about product changes on existing products that requires new GTIN
- Seasonal assortment
  - Information about current and up-coming seasonal assortment
- Assortment summery
  - One picture that capture all assortment changes
- Marketing plan
  - Share how you will reach out to both the ICA stores and the end consumer