

SEASON + DELIVERY:

|                                 | Retailer 1 | Retailer 2 | Retailer 3 | Retailer 4 |
|---------------------------------|------------|------------|------------|------------|
| Day / Time of Visit             |            |            |            |            |
| Like Brands                     |            |            |            |            |
| Like Categories                 |            |            |            |            |
| Ideal Adjacencies               |            |            |            |            |
| Shop Floor Layout               |            |            |            |            |
| Customer Patterns               |            |            |            |            |
| Promotional Activity - Brands   |            |            |            |            |
| Promotional Activity - Category |            |            |            |            |
| Inventory - Stockouts           |            |            |            |            |
| Inventory - Excess              |            |            |            |            |
| Signage by Brand                |            |            |            |            |
| Visual Merchandising Standards  |            |            |            |            |
| Gaps & Opportunities            |            |            |            |            |