



General Trade Merchandising for Detergents Division of Hindustan Lever Ltd.

Brief:

Merchandising in 1999 was done the traditional way. The stockist employed a merchandiser who ended up performing duties outside of his Key Responsibility Areas. This negatively impacted timely execution of POSM and general product/brand visibility for HLL. HLL wanted a service that would

1. Fulfill the time and visibility need-gap in the existing system
2. Do so with a delivery structure that did not result in the costs being entirely borne by HLL.

Solution:

Third party merchandising was thus conceptualized. Marketing In-store Services placed a team of merchandisers and supervisors that were dedicated to merchandising HLL's detergents' division brands. Working across 2,500 stores they covered the length and breadth of Chennai. Reporting to the TSIs/SO and our team, they worked on a PJP, helping build a strong merchandising delivery system. The cost of operation was shared between the stockist and the company so that the burden of a progressive system did not fall on the company alone.

Results:

The team delivered timely changes of window displays, POSM and closest adherence to a visibility template/norm. The TSI/SO now had first-hand knowledge and control on activations. We provided a common training platform with skills that were best suited to the job, resulting in better and faster execution and maintenance of the assigned task. Financial contribution from the stockist ensured he still stayed involved by supporting the team on permissions and problem resolutions at the retailer level. They also acted as reporting points for gap in execution.