

Korbond Direct to Store Delivery & Merchandising Model

In Store Capabilities

- Merchandising
- Range/Space realignments/Refits
- Availability & Compliance Checks
- Range Auditing
- Brand Ambassador's
- NPD Launch support
- Market intelligence gathering
- Stock taking
- Returns
- POS placement
- Product Ordering
- Consumer surveys
- Planogram compliance
- Price/Promotion checks
- In store Sampling & Demos

eXPD8 merchandiser visits store, reviews the fixture and retrieves latest Korbond delivery

On entry photos and analysis captured.
 Fixture aligned to planogram.
 SEL's and missing pegs notified to store.
 Retrieval of Korbond delivery.
 Merchandising of delivery.
 On exit photo and analysis captured.
 All data captured is available on a web portal for additional analysis.



- 2500 merchandisers across UK & ROI
- Managed via a 22 Regional Managers
- Supported by 125 Team Leaders
- Country is split geographically
- Call density ensures localised relationships
- Currently circa 10,500 calls & 14,000 hrs. per week

eXPD8 merchandiser places order on Tablet/PDA

Merchandiser reviews stock requirements, methodically reviewing each line.
 Merchandiser finalises order and obtains sign of from the Store Manager.



PDA/Tablets provide merchandisers with planograms, line lists, product information and advice, tutorial's on promotions, seasonal guidance and daily feeds on hints and tips and best practice.



Orders from Tablet/PDA are synchronised with eXPD8's system & sent to Korbond for processing

The raw order data from Zinc is then transferred to Korbond's system via EDI.

Each order is arranged by pick bay location, and sent to the warehouse.

Orders are picked and checked on a daily basis utilising a streamlined and efficient process to ensure 100% accuracy.



Data collection, auditing, performance reviews and photography are all captured during the calls and available for review and analysis via a web portal.



Order sheets are scanned using a barcode system. The order is picked and packed recording full time and motion.

Any incorrectly picked orders or QC issues are flagged for re-packing.

To ensure all order are 100% correct a separate person conducts a full QC check. The order is re-scanned along with all the picked items to ensure order is correct.



Order is dispatched via courier to store 24-48hr delivery.

Invoice is created for order and sent to Customers HO.



99.999% picking accuracy over the past 5 years as audited by a 3rd Party auditor OCS.

Order is received at store, and Goods In Clerk checks the order and confirms receipt of delivery.

A POD is issued and can be accessed via the courier website.

Delivery is stored awaiting arrival of the eXPD8 merchandiser



Process is repeated based upon the identified store cycle.

Delivered by

