

Retail Review Hyper Market



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Issues & Recommendation

- Start-up:
- Management Issues :
- Operational Issues
- Category Management issues

Retail Economy of Scale Spiral effect of (Low Economy of Scale – Sales Volumes and Values)

Short Term – Medium Term Strategic Planning

Implementation Plan Summary

Proposed Strategy Map

- Acceptus Project
- Maximize usage of rental of (Booth/Passage & In-Store Rental)

Implement Home Delivery

- Slow Moving Item Liquidation
- Category Sales & Rental Areas

Key Performance Indicators (KPI's)

- Sales KPI's
- Purchase KPI's



Acceptus Project

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Issues & Recommendations

Planning Short/ Medium Term

**Implementation Plan
- Detailed**



Note : Highest priority issues are listed - for the interest of Fast Implementation and Focus

1. Start-up

1.1 Strategic Positioning lacks

1.2 Initial Investment Expected ROI

2. Management Issues

2.1 Lack of Retail Management

2.2 Top Management

2.3 Retail management

2.4 Management Theme

3. Operational Issues

3.1 Lack Signage
3.2 IT Application

3.3 Lack of Seasonal Calendar

3.4 Lack of Foot Fall

4. Category Management issues

4.1 Category Management lacks

4.2 Category Locations and Shelf allocations

4.3 Category Missing

4.4 Butchery Quality Bakery Category Revenue

Issues & Recommendation

1. Start-up:

- The project has exceeded its budget (Start-up Costs) , As a result the project occurred higher ROI and eventually
- No Competitive Advantage in pricing / Spacing

Issue	Details	Priority	Recommendation
1.1 Strategic Positioning lacks	Intensified competition from “Fath’allah” & Carrefour also the outlet can not compete with high economy of scale	High	Named as Hyper market despite lack of space , also can not compete against key Known retailers – eventually the Hyper should be properly positioned
1.2 Initial Investment Expected ROI	The Management Has heavily invested in the start-up exceeding XX MM EGP , also on the Capex level invested heavily in obtaining expensive equipment , this resulted into very high ROI Expectation	High	On Short-Term / Immediate Management should look for alternative to minimize P&L Losses in the form of (Rental of Space) the would : <ul style="list-style-type: none">- Generate foot fall to the Hyper- Generating profit and enhance P&L figures on short-term bases
1.3 Intensified Competition	Trade Usage of (delivery notes) versus official Invoice Relatively lack of pricing Advantage in relevance to competition	High	Due to current purchase volumes , would be more into (premium retail offering as the brand of “Metro” or Based on Strategic positioning Assessment

Reaching Ideal Scenario is Difficult :

Trained Staff /Process/Management / Technology support

Issues & Recommendations

2.Management Issues :

- Lately top management has been changed / compensation and benefits is not in-line with other similar business
- Lack of Retail management knowledge / Focus / fast Decision making progress

Issue	Details	Priority	Recommendation
2.1 Lack of Retail Management	Management Lack heritage in retail sales or strong brand in the field , this result into purchases of (Capital Expenditures) at high costs – Not economic	High	Recruitment of Project Director with Retail background to pass this critical period
2.2 Top Management	Top Management Lacks with ownership of the process	High	Top management Agenda to be set (based on Criticality and Time frames) <ul style="list-style-type: none">• Job Descriptions Review and assignment :• Performance Measures and Performance appraisals against KPI's• Objectives setting on Sales and Relate to Bonus Scheme
2.3 Retail management	No performance management indicators for business progress	High	Implementation of Known KPI's to drive business performance
2.4 Management Theme	Obvious that leadership lacks	High	Implementation of Incentive scheme / Bonus on performance
2.5 Staff Loyalty	Various late changes in management has negatively impacted staff loyalty towards the company a few benefits and motivation is needed	High	Compensation and benefits review is immediately needed in order to positively impact work environment (Part-time HR consultant/ Manager is required to fix critical staff issues)

Issues & Recommendations

3. Operational Issues

- Hyper Market Visibility Lacks However , No (Noticeable count) of returned Customers

Issue	Details	Priority	Recommendation
3.1 Lack Signage	Lack of signage that would indicate presence of the outlet (inadequate signage)	High	Light boxes and signage to be fixed Please refer to Marketing Activities
3.2 Lack of Seasonal Calendar	No events calendar year round and not promoted	Medium	Yearly event Calendar to be implemented Earlier – prior to known seasons as (back to school – Ramadan and other known occasions) Eventually would drive needs to visit the outlet and increase basket sales
3.3 Lack of Foot Fall	Despite advertisement event (Egyptian week) that resulted a spike in sales , however returned to normal patterns meanwhile sales figures are declining	High	Market Activities at current state won't be advisable due to lack of positioning - (Hyper market discount event did not result into a repeated customer)
3.4 Customer Feed-back on Hyper Market lacks		Medium	

Issues & Recommendations

4. Category Management issues

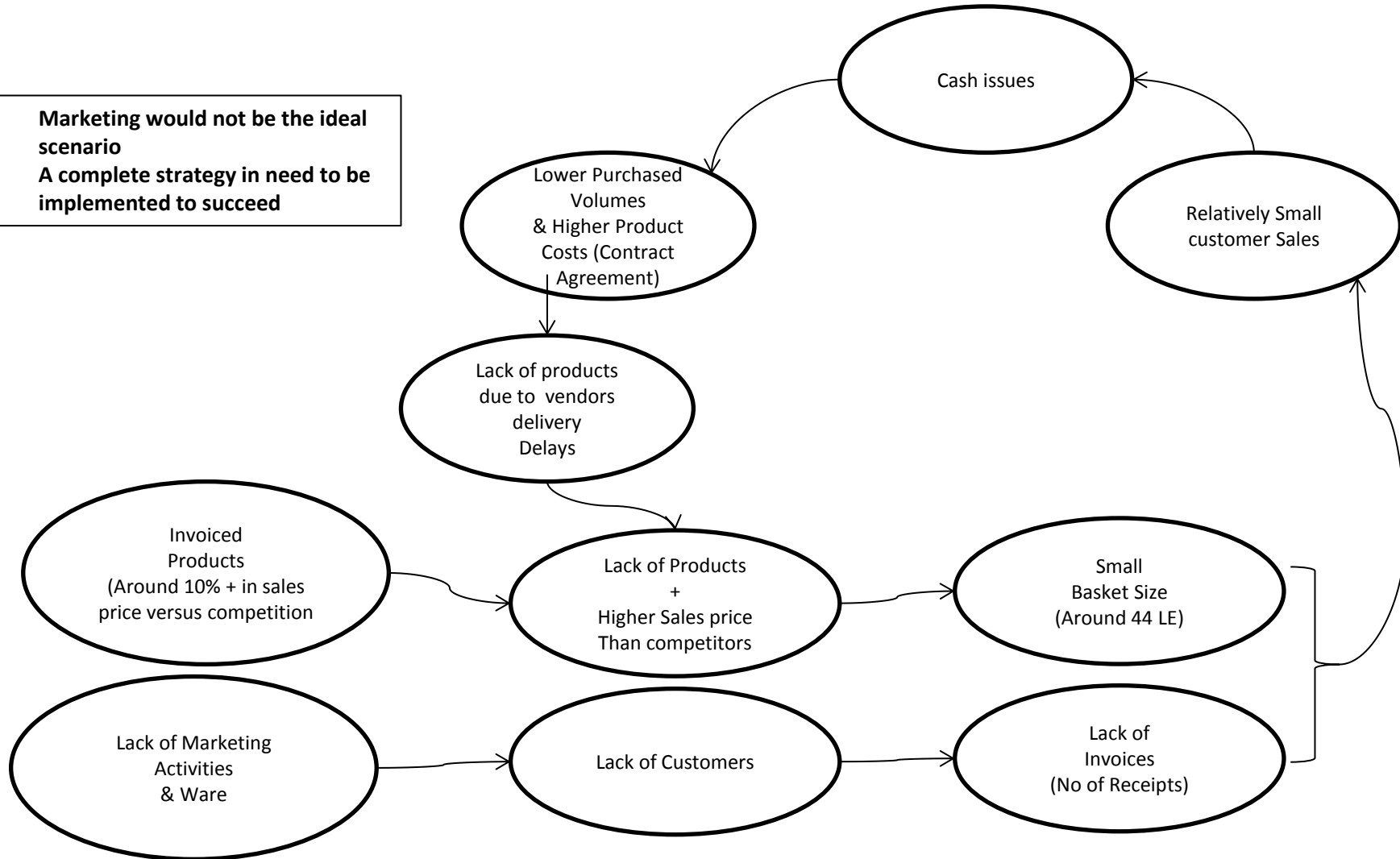
- Optimizing sales revenues and hyper market usage requires focus on (Category issues / Sales / Usage of shelves and space) however not applied together with lack of Deep retail knowledge would result into decline in sales figures

Issue	Details	Priority	Recommendation
4.1 Category Management lacks		High	Proper Category management Implementation as follows : <ul style="list-style-type: none">• Immediate replacement based on Reorder quantities• Category profitability and relevant size of display – Location• Implement Category management application for tracking sales versus stock to avoid out of stock
4.2 Category Locations and Shelf allocations	Some Missing Categories – and others are miss-placed	High	To Follow Best practice in retail – Floor allocation / in need to
4.3 Category Missing	Some categories are missing that would enhance Hyper market product offering	High	Some profitable categories to be introduced in order to : Grant rental income – better product mix
4.4 Butchery Quality Bakery Category Revenue	Bakery Quality is not stable / Not profitable Butchery Quality and profitability / Vendor replacement is required	High	Bakery Progress : <ul style="list-style-type: none">• As for Bakery there is a specialized company that operates bakery in hyper markets as (Hyper 1, Carrefour and Spinneys, as they offer (stable good quality and affordable prices of bakery)• Will travel next week with vendor to see how to co-operate Butchery Progress : <ul style="list-style-type: none">• Will operate through a different operating model (higher quality and more profitable)

Retail Economy of Scale

Spiral effect of (Low Economy of Scale – Sales Volumes and Values)

- Marketing would not be the ideal scenario
- A complete strategy in need to be implemented to succeed



Acceptus Project

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Issues & Recommendations

Planning Short/ Medium Term

**Implementation Plan
- Detailed**

- **Short Term May – Sep 2012**
- **Medium Term Oct 2012 – March 2013**
- **Long Term TBD**

Short Term – Medium Term Strategic Planning

	Short Term May – Sep 2012	Medium Term Oct 2012 – March 2013	Long Term TBD
Key Theme	Minimize Losses - Management Presence and support -	Based on the P&L Results will decide if have any other Exit Scenarios	
Key Objectives	<p>Operational :</p> <ul style="list-style-type: none"> • xx <p>Positioning :</p> <ul style="list-style-type: none"> • Mo <p>P&L Related :</p> <ul style="list-style-type: none"> • Rental (Kiosks & Passage) 	<p>Scenario 1 : Sell project to Key Retailer</p> <p>Scenario 2 : Rent Project to another key retailer</p> <p>Scenario 3 : Continue Business (No Exit)</p>	
Key decision	P&L figures on End of Sep 2012 and eventually would move into Medium term Scenario		

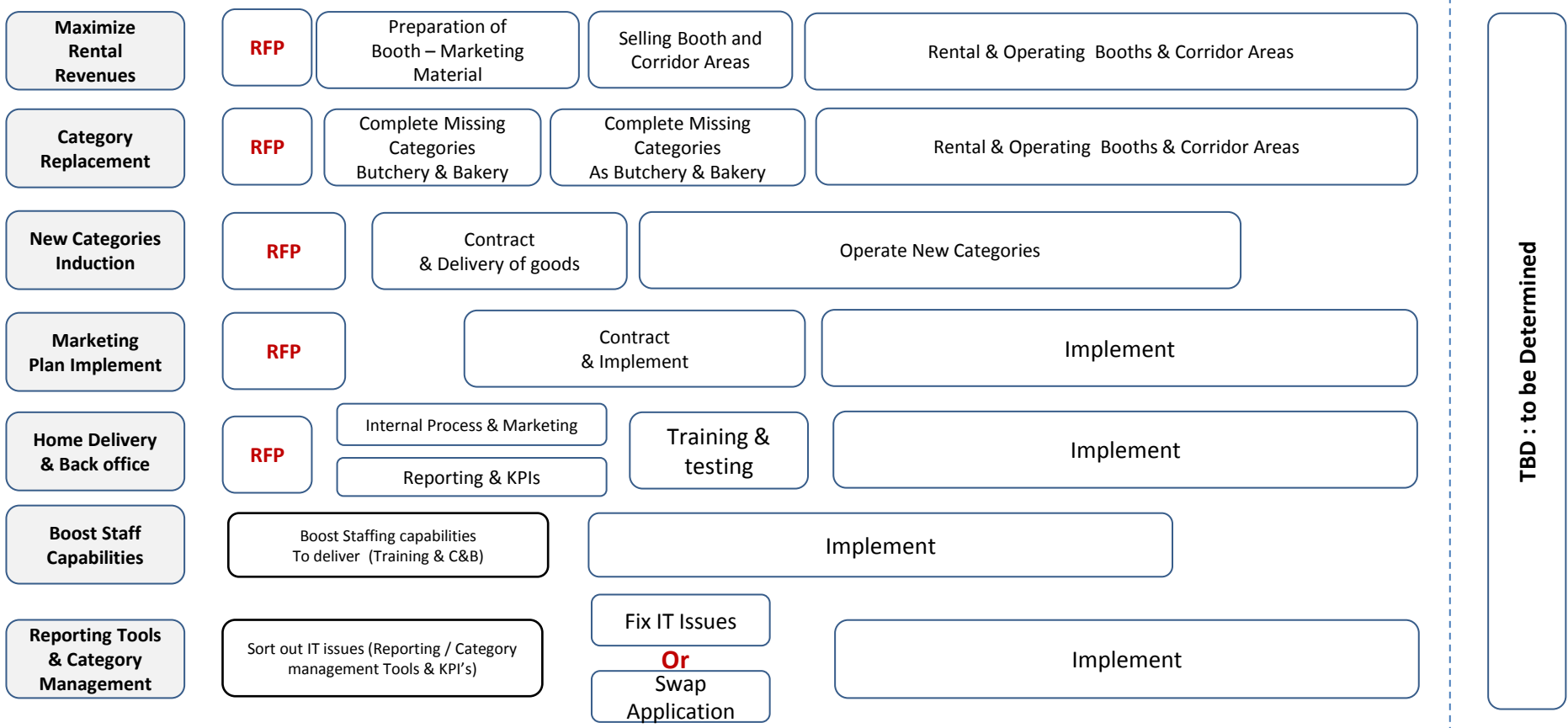
For Fair assessment of business should benchmark retail business Excluding Extra investments

Implementation Plan Summary

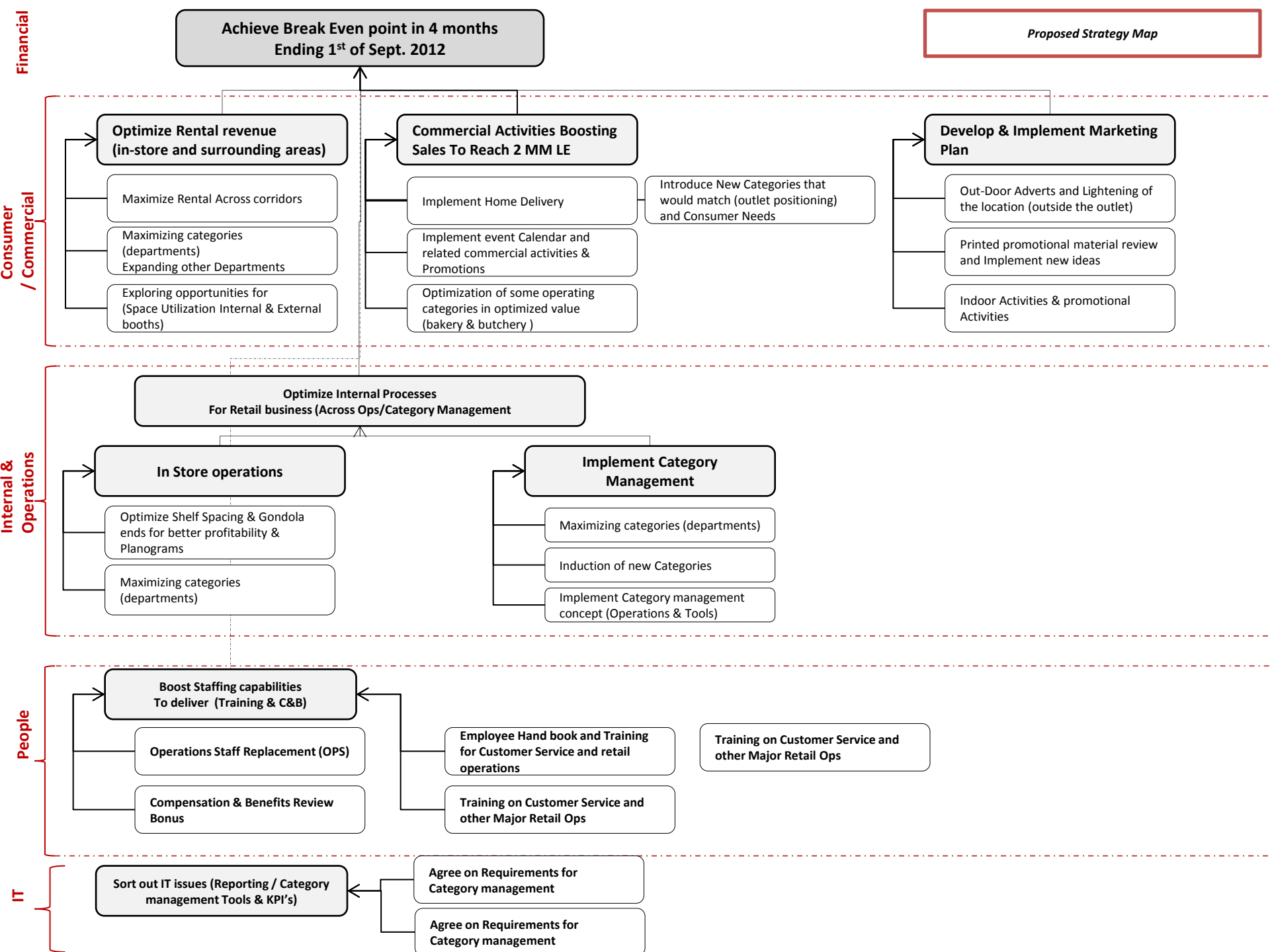
**Time-Frames
Cost / Revenues To
Be defined**

Timeline																	
April	May				June				July				August				
22-30	1-7	7-15	15-22	22-30	1-7	7-15	15-22	22-30	1-7	7-15	15-22	22-30	1-7	7-15	15-22	22-30	
Week 1	Week 2	Week 3	week	Week	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16	Week 17	
	← Preparation timing To be Minimized				→												

Estimated Cost/ Value



TBD : to be Determined



Acceptus Project

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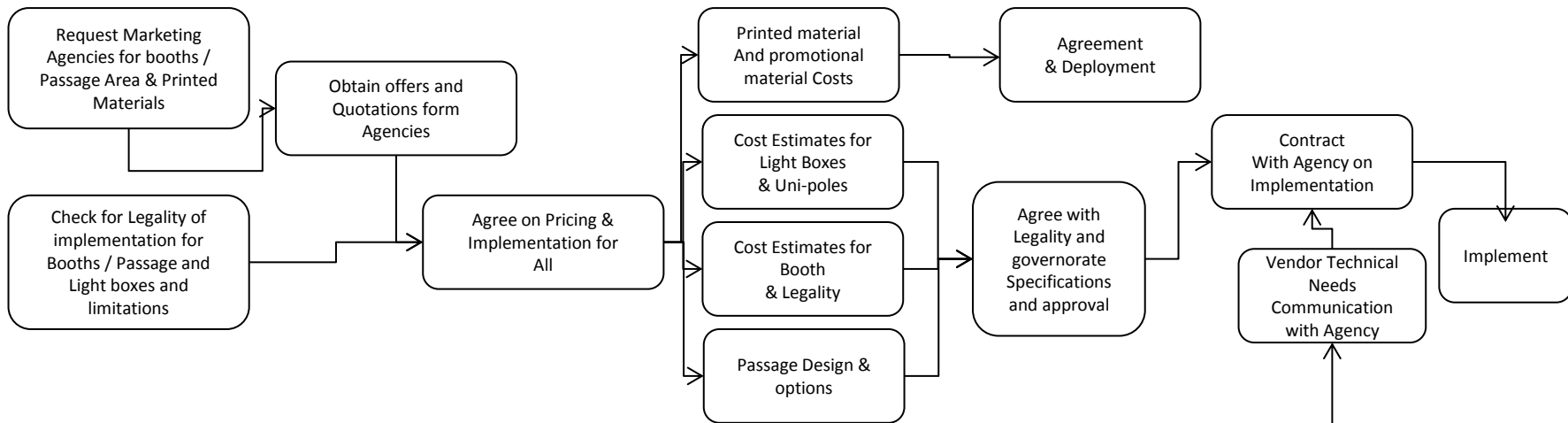
- **Maximize usage of rental of (Booth Passages)**
 - Marketing Agencies Related Activities
 - Vendors & Tenants for New Categories
- **Implement Home Delivery**
 - Software & Process Implementation
 - Staffing & Training
 - Marketing & Promotion
- **Slow Moving Item Liquidation**
- **Category Sales & Rental Areas**

Implementation Phases

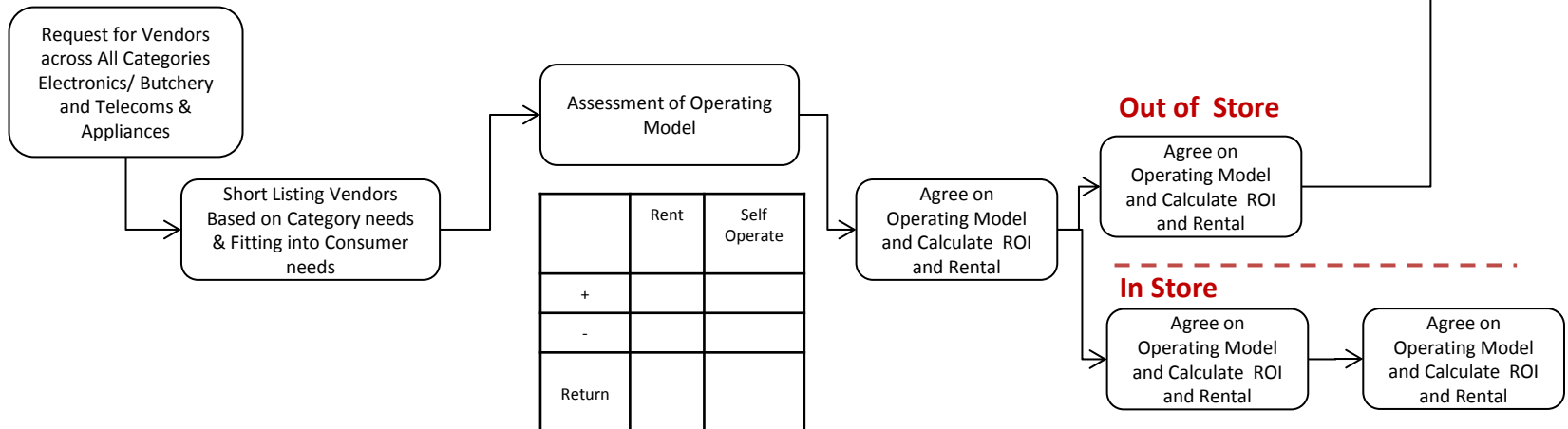
Maximize usage of rental of (Booth/Passage & In-Store Rental) (1/3)

April		May				June				July				August			
22-30		1-7	7-15	15-22	22-30	1-7	7-15	15-22	22-30	1-7	7-15	15-22	22-30	1-7	7-15	15-22	22-30
Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16	Week 17	
Lights Boxes/Passage Areas & Printed Materials																	

Marketing Agencies
Related Activities



Vendors & Tenants for
New Categories



Out of Store

In Store

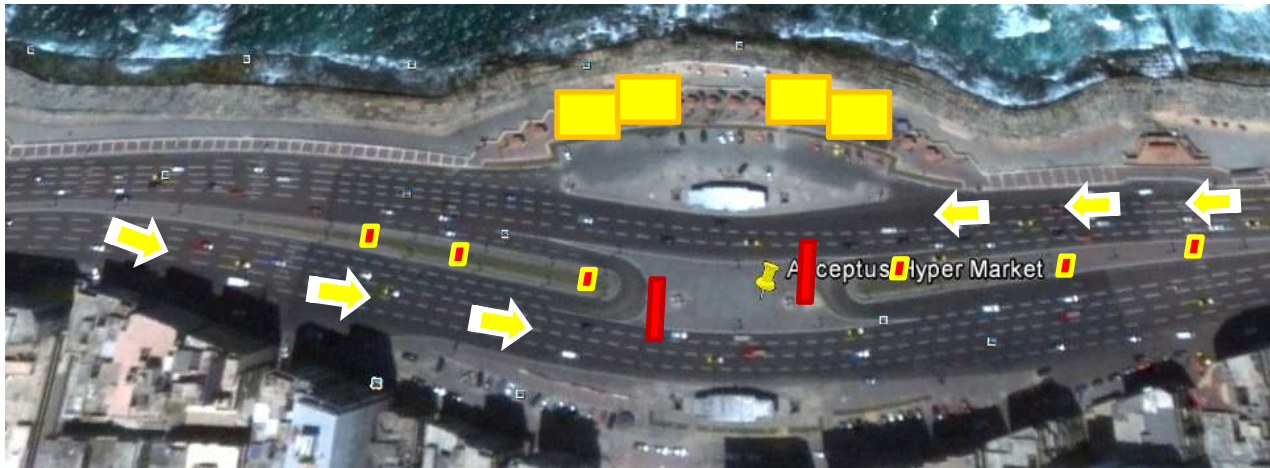
Implementation Phases

Maximize usage of rental of (Booth/Passage & In-Store Rental) (2/3)

Implementation Phases

Lights Boxes/Passage Areas & Printed Materials

Proposed Signage Locations



-  Uni-Pole
-  Booth Location
-  Traffic Flow
-  Light Box

Booth Samples



Passage Samples



Implementation Phases

Maximize usage of rental of (Booth/Passage & In-Store Rental) (3/3)

Implementation Phases

Lights Boxes/Passage Areas & Printed Materials

Proposed Signage Locations



Switch Advertising L.L.C

54, 6th Destrict, Zahraa El Maadi - Cairo - Egypt
2nd floor & 3rd floor

•Tel.: +202 252 181 22 / 33 / 44 / 55 / 77

•Fax.: +202 252 181 66

•Hot Line: 010 31 20 888 / 010 00 33 088

•Email: info@switchadv.com

•Website: www.switchadv.com

Implementation Phases

Plan : Implement Home Delivery

April	May				June				July				August			
22-30	1-7	7-15	15-22	22-30	1-7	7-15	15-22	22-30	1-7	7-15	15-22	22-30	1-7	7-15	15-22	22-30
Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16	Week 17

Software & Process Implementation

Solution Vendor

Obtain quotation of Home Delivery Application

- Interfaces with current System
- Hardware and Location Setup
- Tests & interface with Current

Management & Process

- Service Area & Coverage
- Implement Bonus Scheme & Target
- Customer Service Standards

Operations Manual

Creation of Operating Manual

Technical & Process Training

- Order Taker Training:
- Coverage Area
 - Process
 - Technical

Implement Start with 2 Home Delivery, and 2 Order Takers

- KPI's**
- Stock Age Report
 - Stock Turnover report
 - Working Capital
 - Vendor Sales
 - Basket Sales
 - No of Customers

The usage of the Application to maintain customer Service as to Customer Details as Phone no, Address etc.

Staffing & Training

Staffing

- Adverts for Home Delivery and order takers

Recruitment

Recruitment for Home Delivery Team / Order Takers & Delivery Team

Start with 2 and 4 Standby

Marketing & Promotion

Production of Marketing Material

RFP for Promotional Material

Contract

Select Areas for coverage

Material Distribution For Selected Area



Implementation Phases

Plan : Implement Home Delivery (2/2)

Delivery : Area Coverage



Implementation Phases

Plan : Slow Moving Item Liquidation

April	May				June				July				August			
22-30	1-7	7-15	15-22	22-30	1-7	7-15	15-22	22-30	1-7	7-15	15-22	22-30	1-7	7-15	15-22	22-30
Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16	Week 17

Slow Moving Items Liquidation
(Estimated Value 70 K EGP)

Setup of Liquidation Mechanism

Define Slow Moving SKU's

Item Clearance

Category Assessment

- Sales Versus Stock Report
- Review of Categories versus Sales
- SKU Sales by Category

- Agreement on Replenishment cycle – Slow moving parameters (weekly – Monthly)
- Review vendors Contracts and Replacement mechanism

Range Completeness

- Identify Missing SKU's from Range based on

- Define Slow Moving Items based on Sales Versus Stock Report
- Define Item Costs- Sell

Define Missing SKU's

- Define Slow Moving Items
- Define Item Costs

- Define selling mechanism (Discounted) – Pack etc.
- Define as inventory Items

Items Swap

- Vendor Agreement on product SWP / Return for Slow Moving products

KPI's |

- Stock Age Report
- Stock Turnover report
- Working Capital
- Vendor Sales
- Basket Sales
- No of Customers

Categories Review

Objectives :

- Liquidate slow moving products (Mainly reaching expiry)
- Food is priority then Non-Food

Process Requirements

- Setting Reporting for Category management
- Agreement on Calculation mechanism for Slow Moving items
- Contracts review for Current Shelf Rental and display

Estimated Value Generated :

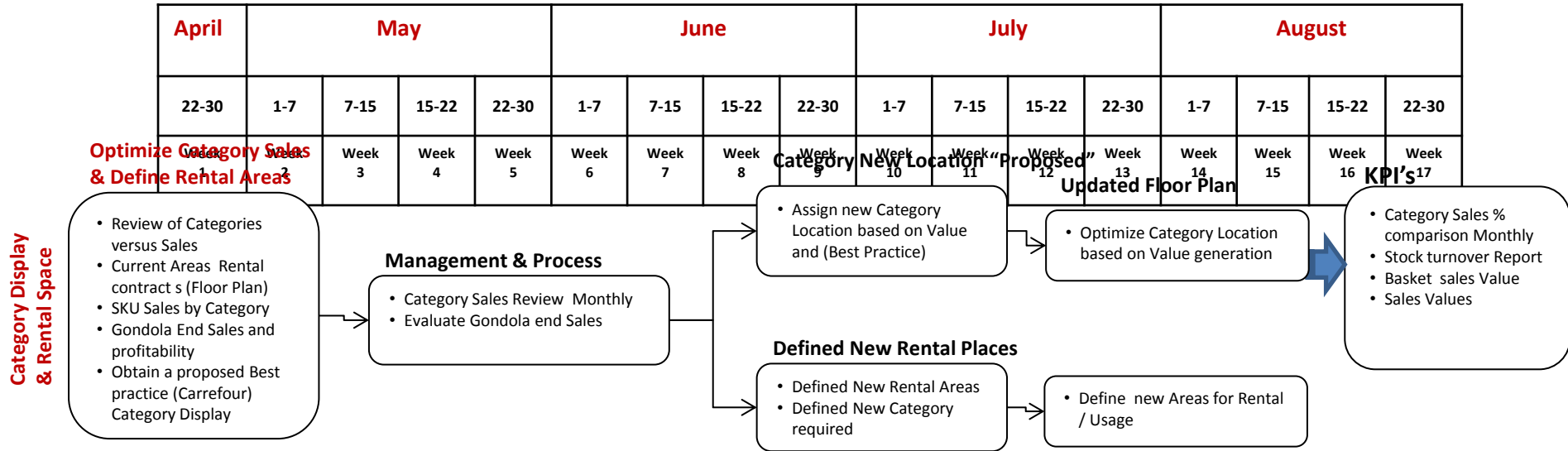
Estimated at 70 K EGP

Implementation :

- Category Management Tools
- Floor Plan
- KPI's Setting & Reporting

Implementation Phases

Plan : Category Sales & Rental Areas



Objectives :

- Maximize Rental Areas across Categories
- Maximize Category Sales by Optimizing category location (visibility)

Process Requirements

- Setting Reporting for Category management
- Agreement Cost estimate and Sales of rental Areas and contribution

Estimated Value Generated :

TBD

Implementation :

- Category Management Tools
- Floor Plan
- KPI's Setting & Reporting

Key Performance Indicators (KPI's)

1. Sales KPI's

KPI	Description	Unit	Direction	Duration	
1 Sales per square foot / meter	Actual sales for a given period divided by the total floor area (in sq.ft. or meters) of the store. There are variants of this indicator in terms of sales per square foot of merchandisable area of choice (like walls and display units).	LE	Max	Monthly	المبيعات الفعلية لفترة معينة مقسوما على المساحة الأرضية الإجمالية (في قدم مربع أو متر) من المتجر. وهناك متغيرات من هذا المؤشر من حيث المبيعات لكل قدم مربع من مساحة merchandisable من خد ار (مثل الجدران وحدات العرض).
2 Average store revenue per m2	Average store revenue per m2.	LE	Max	Monthly	متوسط دخل متجر في المتر المربع
3 Shelf space profitability		LE	Max	Monthly	
4 Units per customer or transaction	Total number of units sold in a given period divided by the number of customers or transactions for the same period	Number	Max		مجموع عدد الوحدات المباعة في فترة معينة مقسوما على عدد من العملاء أو المعاملات لنفس الفترة من
5 Average sales per customer or transaction	Total sales for a given period divided by the number of customers or transactions for the same period.	LE	Max	Monthly	مجموع المبيعات لفترة معينة مقسوما على عدد من العملاء أو المعاملات لنفس الفترة.
6 New products introduced per year as a % of all products	Ratio of new products introduced at shopping center to full company catalogue per year	LE	Max	Monthly	نسبة من المنتجات الجديدة التي أدخلت على مركز للتسوق على كتالوج الشركة الكامل سنويا
7 Gross Margin as a % of selling price	Gross Margin = (Selling Price – Buying Price) / Selling Price * 100				جمالي الهامش = (سعر البيع - سعر الشراء) / سعر بيع * 100

Key Performance Indicators (KPI's)

2. Purchase KPI's

KPI	Description	Unit	Direction	
Average monetary value of overdue invoices	Formula:average(value of overdue invoices)	%	Minimize	
<u>Number of Invoices</u> <u>No. of Credit Notes</u> <u>% effectiveness in payables management</u>	Number of credit notes. This KPI should be applied together with the Days Payable KPI. The concept is to AGREE an extended due date on credit accounts, for the accounts department to ensure strict compliance with the due date	Count Numer		وينبغي تطبيق هذا KPIجنباً إلى جنب مع KPIيوم الدفع. هذا المفهوم للاتفاق على تاريخ الموسعة المستحقة على حسابات الائتمان، لإدارة حسابات لضمان الامتثال الصارم لتاريخ الاستحقاق
<u>% of low value invoices</u> <u>Accounts Payable Turnover</u>		Percentage		هذه النسبة يدل على مدى عدة مرات في الفترة المحاسبية 1 الشركة يقبل حساباتها (يسدد) المستحقة للدائنين.
% of payable invoices without purchase order	Percentage of payable invoices that have not been matched to a purchase order. Formula:[Payable invoices without purchase order] percentage of [total payable invoices]	Percentage	Minimize	نسبة مئوية من الفواتير المستحقة الدفع التي لم يتم مطابقة لأمر الشراء صيغة: [فواتير مستحقة الدفع دون طلب الشراء] نسبة مئوية من [الفواتير المستحقة مجموع]
<u>% of past due accounts payables to total accounts payables</u>	Percentage of past due accounts payables to total accounts payables.	Percentage	Minimize	النسبة المئوية للحسابات دائنة الماضي بسبب حسابات دائنة مجموع.
<u>% of amounts posted to accounts payable that represent goods/services received</u>	Percentage of amounts posted to accounts payable that represent goods/services received.	Percentage	Maximize	نسبة مئوية من المبالغ المرسله لحسابات الدفع التي تمثل السلع / الخدمات المقدمة
<u>% of one-time vendor payments</u>	Percentage of one-time vendor payments.	Percentage	Minimize	النسبة المئوية للمدفوعات البائعين لمرة واحدة

تقرير ربحية الاقسام منذ الافتتاح حتى 12/3/2012

م	القسم	المبيعات	912,377	1,100,000	2,500,000	تكلفة المشتريات	هامش الربح	نسبة هامش الربح	
	ادوات كهربائية				30,000				
	العطارة								
1	الادوات المنزلية	316,911	29,317	3.2%	35,345	34,000	255,653	66,456	24%
2	البضاعة الطازجة	116,303	10,759	1.2%	12,971	23,730	97,585	18,847	19%
3	البضاعة المجمدة	895,477	82,838	9.1%	99,873	100,000	759,043	137,097	18%
4	هدايا	4,209	389	0.0%	469	859	3,655	554	15.20%
5	مخبوزات	412,469	38,156	4.2%	46,003	45,000	361,202	51,267	14.20%
6	العناية الشخصية	846,291	78,288	8.6%	94,388	172,676	746,780	117,761	13.70%
7	الجبن	1,986,049	183,724	20.1%	221,506	405,230	1,752,250	233,832	13.40%
8	بطاريات و حفاظات	44,503	4,117	0.5%	4,963	9,080	39,321	5,466	13%
9	البقالة الجافة	3,617,807	334,674	36.7%	403,497	738,171	3,224,372	411,058	12.30%
10	المنظفات و الملابس	983,793	91,008	10.0%	109,723	200,731	883,935	106,822	11.40%
11	الخضروات و الفواكه	137,528	12,722	1.4%	15,339	28,061	121,738	15,789	11%
12	جزارة	501,406	46,384	5.1%	55,922	102,306	468,582	32,824	6.55%
	الاجماليات	9,862,745	912,377	100%	1,100,000	1,889,844	8,714,116	1,197,771	11.80%

Barcode	Menu Item	Qty	On Hand	Avg Sales	Sales With	Sales Tax	Sales Wit2	Discou nt	Gross Prof	Nettotal	Cost Price	Cost Witho	Tax %	Vendor Tax	Cost With	Net Tax	Profit Per
92 انرجايزر				Sales Value	28,518	Gross Profit	2,737.61		9.6								
6223001580317	انرجايزر تريبل 2 حجر	202	719.	8.59	1,735.18	173.52	1,908.7	23.63	157.97	1,885.07	7.77	1,570.09	10.	157.01	1,727.1	16.51	9.15
6223001580317	انرجايزر تريبل 2 حجر	87.	719.	8.59	747.33	74.73	822.06	.	78.21	822.06	7.77	676.23	10.	67.62	743.85	7.11	10.51
6223001580324	انرجايزر قلم 2 حجر	198	492.	8.59	1,700.82	170.08	1,870.9	25.52	152.49	1,845.39	7.77	1,539.	10.	153.9	1,692.9	16.18	9.01
6223001580324	انرجايزر قلم 2 حجر	100	492.	8.59	859.	85.9	944.9	.	89.9	944.9	7.77	777.27	10.	77.73	855.	8.17	10.51
6223001582335	انرجايزر تريبل 4 حجر+ماكينه حلاقة اكستريم هديه	21.	423.	16.45	345.45	34.55	380.	.	40.95	380.	14.68	308.22	10.	30.82	339.04	3.72	12.08
6223001582335	انرجايزر تريبل 4 حجر+ماكينه حلاقة اكستريم هديه	16.	423.	16.45	263.2	26.32	289.52	10.86	20.34	278.66	14.68	234.84	10.	23.48	258.32	2.84	7.87
8888021201567	انرجايزر ادفانسد تريبل 2 حجر	13.	159.	12.59	163.67	16.37	180.04	.	16.4	180.04	11.44	148.76	10.	14.88	163.64	1.49	10.02
8888021201567	انرجايزر نيثانيوم تريبل 2 حجر	25.	159.	12.59	314.75	31.48	346.23	.	31.54	346.23	11.44	286.08	10.	28.61	314.69	2.87	10.02
8888021201567	انرجايزر ادفانسد تريبل 2 حجر	56.	159.	12.59	705.04	70.5	775.54	1.39	69.26	774.16	11.44	640.82	10.	64.08	704.9	6.42	9.83
6223001582328	انرجايزر قلم 4 حجر+ ماكينه حلاقة اكستريم هديه	22.	137.	16.45	361.9	36.19	398.09	.	42.79	398.09	14.68	323.	10.	32.3	355.3	3.89	12.04
6223001582328	انرجايزر قلم 4 حجر+ ماكينه حلاقة اكستريم هديه	14.	137.	16.45	230.3	23.03	253.33	7.24	19.99	246.09	14.68	205.54	10.	20.55	226.1	2.48	8.84
8888021201550	انرجايزر ادفانسد 2 قلم	16.	126.	12.59	201.44	20.14	221.58	.	20.18	221.58	11.44	183.09	10.	18.31	201.4	1.83	10.02
8888021201550	انرجايزر نيثانيوم قلم 2 حجر	22.	126.	12.59	276.98	27.7	304.68	.	27.75	304.68	11.44	251.75	10.	25.18	276.93	2.52	10.02
8888021201550	انرجايزر ادفانسد 2 قلم	76.	126.	12.59	956.84	95.68	1,052.52	2.77	93.1	1,049.75	11.44	869.68	10.	86.97	956.65	8.72	9.73
8888021301380	افريدي اعاده شحن قلم 2حجر	.	73.	33.45	30.4	.	10.
8888021301380	افريدي اعاده شحن قلم 2حجر	3.	73.	33.45	100.35	10.04	110.39	.	10.07	110.39	30.4	91.2	10.	9.12	100.32	.92	10.03
8888021301366	انرجايزر بطارية اعاده شحن 2قطعة AA	7.	58.	39.91	279.37	27.94	307.31	4.39	23.62	302.92	36.27	253.91	10.	25.39	279.3	2.55	8.46
8888021301366	انرجايزر بطارية اعاده شحن 2قطعة AA	7.	58.	39.91	279.37	27.94	307.31	.	28.01	307.31	36.27	253.91	10.	25.39	279.3	2.55	10.03

Class	Total	%
Grocery	3,510,043	36.78%

dairy	1,872,699	19.62%
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Category	T.Cat	%	Subcategor	T.Sub-Cat	SubCat%
Drink Juice	403,501	11.5%	Local Juice	226,008	56.01 %
			Imported Juice	159,724	39.58 %
			Powder Juice	17,365	4.3 %
			drink concentrated	403	.1 %
Milk	312,053	8.89%	Full Cream	176,547	56.58 %
			Concentrated Milk	58,130	18.63 %
			Skimmed Cream	42,764	13.7 %
			Flavor	30,430	9.75 %
			Half Cream	4,182	1.34 %
Hot Drinks	304,327	8.67%	Nescafe	125,143	41.12 %
			Tea	110,573	36.33 %
			Cacao	23,469	7.71 %
			Herbs	22,015	7.23 %
			Coffee	21,970	7.22 %
			Winter Drinks	1,156	.38 %
Drink Carbonated	301,452	8.59%	Cocacola	269,955	89.55 %
			Malt Drink	31,497	10.45 %
Condiments	272,198	7.75%	Special Oil	173,334	63.68 %
			Cow Gee	65,891	24.21 %
			Olive Oil	20,981	7.71 %
			Vinegar	11,993	4.41 %
Chocolate	233,210	6.64%	Chocolate	233,210	100. %
Jam and Halawa	169,283	4.82%	Halawa	93,162	55.03 %
			White Honey	42,249	24.96 %
			Jam	24,875	14.69 %
			Spread Chocolate	8,997	5.31 %
Biscuits	169,136	4.82%	Biscuits	111,754	66.07 %
			Wafer	57,381	33.93 %
Pasta	167,230	4.76%	Local Pasta	92,382	55.24 %

Category	Total	%	Subcategory	Total	%			
dairy weghited	1,121,506	59.89%	rumy	284,694	25.38 %			
			local cheese	275,342	24.55 %			
			cold meat	238,279	21.25 %			
			imported cheese	175,946	15.69 %			
			Olives	34,142	3.04 %			
			butter	33,694	3. %			
			weghited salted fish	25,080	2.24 %			
			salad	22,779	2.03 %			
			weghited halawa	19,181	1.71 %			
			weghited pickles	12,370	1.1 %			
			dairy prebacked	751,192	40.11%	yoghurt	201,746	26.86 %
						cheese packed	159,768	21.27 %
						triangl cheese	98,394	13.1 %
						fresh eggs	87,342	11.63 %
dairy milk	66,481	8.85 %						
cold meat pre.	60,397	8.04 %						
butter packed	40,128	5.34 %						
imported cheese packed	34,901	4.65 %						
Dishes Detergent	75,714	12.59 %	disinfectant	41,208	6.85 %			
			Laundry Liquid	37,806	6.28 %			
			House Clean	37,251	6.19 %			
			Air Freshener	33,050	5.49 %			
			Shoe Polish	27,458	4.56 %			
			comfort	25,325	4.21 %			
			dishwasher	11,433	1.9 %			
			toilette fresh	8,904	1.48 %			
			Insect Killer	5,753	.96 %			
			floor clean	5,155	.86 %			
			glass clean	4,193	.7 %			
			furniture polish	864	.14 %			
			Paper Goods	223,577	21.19%	Facial Tissues	64,264	28.74 %
						sant	57,632	25.78 %
Toilet Paper	52,504	23.48 %						
Wipes	30,919	13.83 %						
Kitchen Napkin	18,258	8.17 %						
Clothes	134,502	12.75%	Wear	117,517	87.37 %			
			Socks	16,984	12.63 %			