

OSA

On Shelf Availability



BEE
SOLUTIONS



Microsoft
for Startups



BEE
SOLUTIONS

- Founded in Dec/19
- Data → Information



Microsoft
for Startups

Arthur B. Amaral

Founder - Bee

- **Pão de Açúcar Group**
 - ✓ Director
 - ✓ Operational Excellence
 - ✓ Inventory
- **Walmart**
 - ✓ Director
 - ✓ Productivity
 - ✓ Workforce Management
 - ✓ Projects (CAPEX)



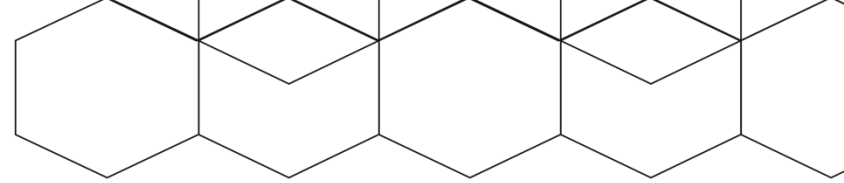
- **Deloitte**
 - ✓ Manager
 - ✓ Consulting
- **Shocker**
 - ✓ Founder



The problem:

**On Shelf Availability improvement –
retail customer point of view**

Supply Chain: Industry → Retailer



There are a lot of control in place along the Supply Chain, however...



Industry



Retailer/
Distribution Center

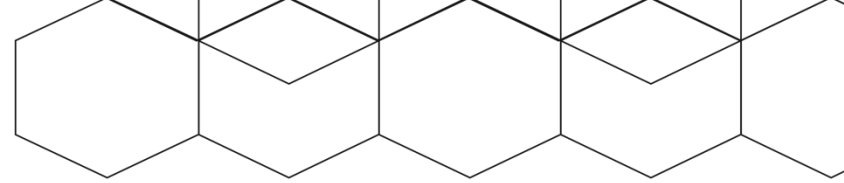


Retailer/ Store

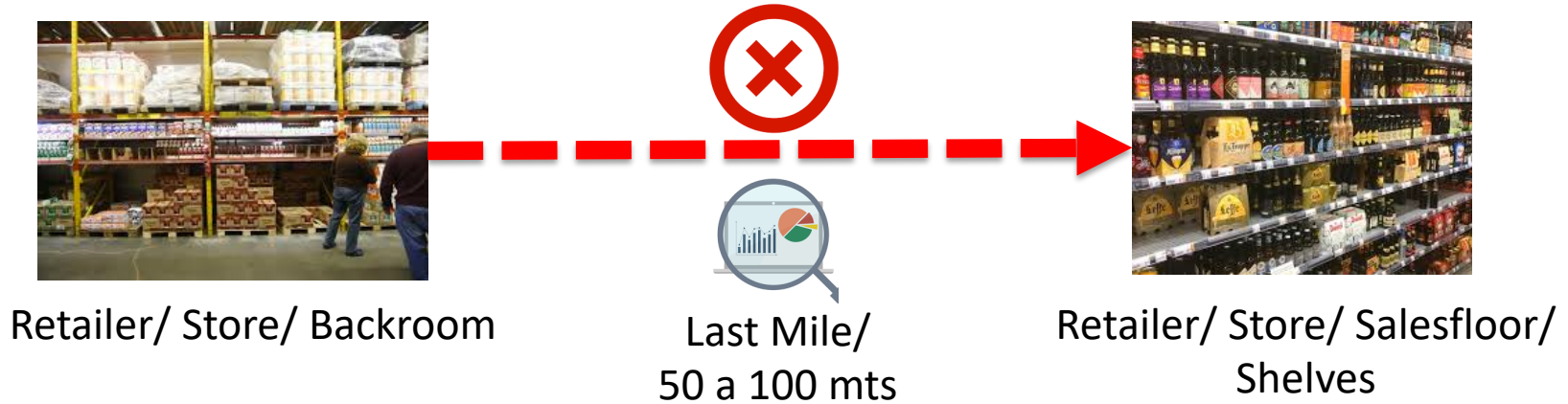
#productivity #optimization #onshelfavailability #osa #sales



Supply Chain: Industry → Retailer



...usually, there are no simple controls in place for items that are at the store backroom, but not on the shelves, at the salesfloor.



#productivity #optimization #onshelfavailability #osa #sales



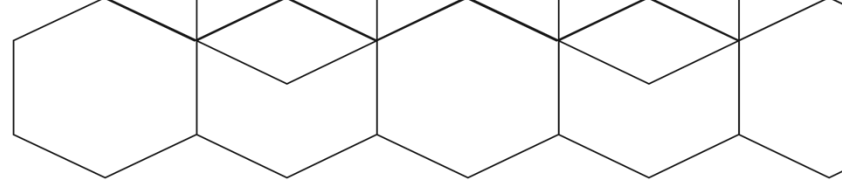
Around 30% to 40% of items that are out of shelf can be found at the stores backroom.



Customers get frustrated with retailers when they go to a store but, the product they are looking for is not available on the shelf.

It's even worse when they they come looking for products they've seen on commercials or on the internet which also affects marketing return on investment.

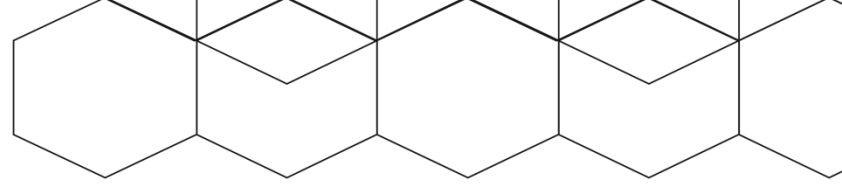




In which stores do the merchandisers / replenishers need to prioritize their work?

How merchandisers/ replenishers work can be tracked?





Which products need merchandisers /
replenishers attention due to not being on
the shelf?

Which products are not on the shelves, but
are available in the store's backroom?



Store replenishers and merchandisers spend a lot of time working to find out products that are not on the shelf but are available in the backroom.



Many solutions are good, but expensive and/or complex and/or depend on human action.



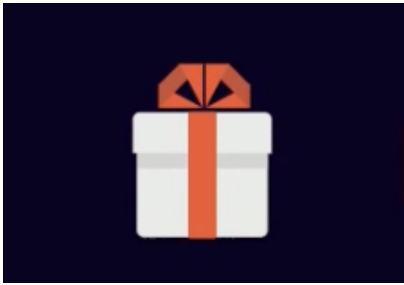


02.

Bee - How does it work



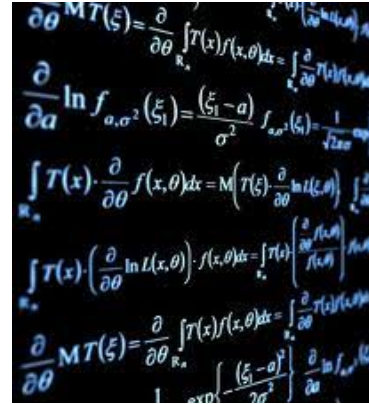
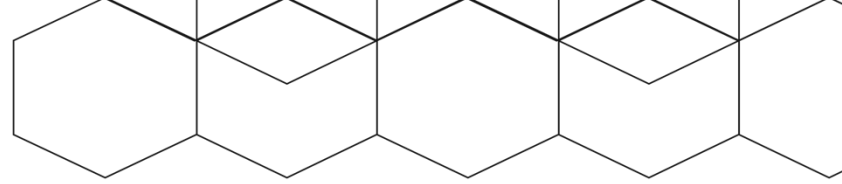
Sales
(Sellout)



Products



Instock



Proprietary
Algorithms/
Artificial
Intelligence....



Daily reports, early in the morning, are generated identifying products that are not available on the salesfloor shelf, but available at the backroom - that need to be prioritized during replenishment – and...

BEE OUT OF SHELF ALERT - STORE NAME - ITEMS AVAILABLE INSTOCK													
Date:		DD/MM/AAAA											
Store:		4 STORE NAME											
Today's OSA		91,4%		Repeated alerts % >		30%							
OSA Goal = 92.00%						Sales lost (BRL)		R\$ 1.321,43		Volume lost (Qtd.)		326	
Department	Category	Ranking	Item Code	Bar Code	Item Description	Sales lost (BRL)	Volume lost (Qtd.)	Last sold	Qtd. Instock	This item was on alert yesterday?			
LIMPEZA	CUIDADO DOMESTICO	70	1254488	7896105500551	DESINFET CANDURA 2L LAVANDA	R\$ 7,30	2	13/12/19	65	N			
LIMPEZA	CUIDADO DOMESTICO	91	3440713	7897664130036	DETERGENTE MINUANO 1300 500ML NEUTRO	R\$ 2,09	1	12/12/19	50	S			
LIMPEZA	CUIDADO DOMESTICO	43	3440715	7898903306113	LIMPA ALUM BY KIM 500ML LIMAO	R\$ 4,83	3	13/12/19	18	N			
LIMPEZA	CUIDADO DOMESTICO	72	1030273	7898903306021	LIMPADOR TOQ FLOOR PERFUMES 1L LAVANDA	R\$ 8,15	2	13/11/19	24	N			
LIMPEZA	CUIDADO DOMESTICO	94	3441671	7898016971000	SACO LIXO SUPER LIXO REFORCADO 100L 5UN	R\$ 6,27	1	14/12/19	127	S			
LIMPEZA	CUIDADO DOMESTICO	21	3444942	7896080200019	VELA SAO DOMINGOS 2 BUN X 10G	R\$ 6,44	4	15/12/19	100	N			
LIMPEZA	CUIDADOS ROUPAS	98	1180893	7898903306854	ALVEJANTE BY KIM WIPE 2L MULTIUSO	R\$ 11,80	1	29/11/19	18	N			
LIMPEZA	CUIDADOS ROUPAS	69	3458526	7896098900406	AMACIANTE YPE 500ML ACONCHEGO	R\$ 5,09	2	15/12/19	13	N			
LIMPEZA	CUIDADOS ROUPAS	15	1252026	7891150066991	LAVA ROUPA COMFORT 800G HYDRA SERUM	R\$ 50,83	5	14/12/19	304	S			
MERCEARIA GERAL	LIQUIDA	61	3438838	7892840808037	ISOTONICO GATORADE 500ML LIMAO PET	R\$ 8,06	2	15/12/19	1	N			
MERCEARIA GERAL	LIQUIDA	84	1126860	7622210696632	REFRESC PO CLIGHT ZERO 8G LARANJA	R\$ 2,54	2	02/12/19	14	N			
MERCEARIA GERAL	LIQUIDA	3	3438812	7896376700025	REFRIG CONQUISTA RETORN 605ML GUARANA	R\$ 15,85	15	15/12/19	265	S			
MERCEARIA GERAL	LIQUIDA	45	1189643	7894900680508	REFRIG SPRITE 510ML LEMON FRESH PET	R\$ 5,06	3	15/12/19	22	N			
MERCEARIA GERAL	LIQUIDA	10	1038521	7896916800161	REFRIG TUIUBAINA VIEIRA RETORN 600ML	R\$ 9,24	8	12/12/19	3	N			
MERCEARIA GERAL	LIQUIDA	92	1037906	7891999100047	SUCO VIGOR VIG 200ML UVA TP	R\$ 2,09	1	15/12/19	2	N			
MERCEARIA GERAL	SECA DOCE	20	3434638	7896058505023	AMENDOIM DORI 500G JAPONES	R\$ 31,03	4	01/12/19	40	N			

Merchandisers and Replenishers need to prioritize items identified on the report, every morning.

...and work on items with repeated alerts (potential phantom inventory)



Daily Out of Shelf Alerts, which is sent to the store

BEE OUT OF SHELF ALERT - STORE NAME - ITEMS AVAILABLE INSTOCK											
Date:		A DD/MM/AAAA									
Store:		B 4 STORE NAME									
Today's OSA		C 91,4%			Repeated alerts % >			30% E			
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LIMPEZA	QUIDADO DOMESTICO	94	3441671	7898016971000	SACO LIXO SUPER LIXO REFORCADO 100L SUN	R\$ 6,27	1	14/12/19	127	S	
LIMPEZA	QUIDADO DOMESTICO	21	3444942	7896080200019	VELA SAO DOMINGOS 2 8UN X 10G	R\$ 6,44	4	15/12/19	100	N	
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MERCEARIA GERAL	LIQUIDA	3	3438812	7896376700025	REFRIG CONQUISTA RETORN 605ML GUARANA	R\$ 15,85	15	15/12/19	265	S	

Volume / Value – loss

Department

Item information

Sales data

Recurring items

Ranking – Items that lost more sales, in volume

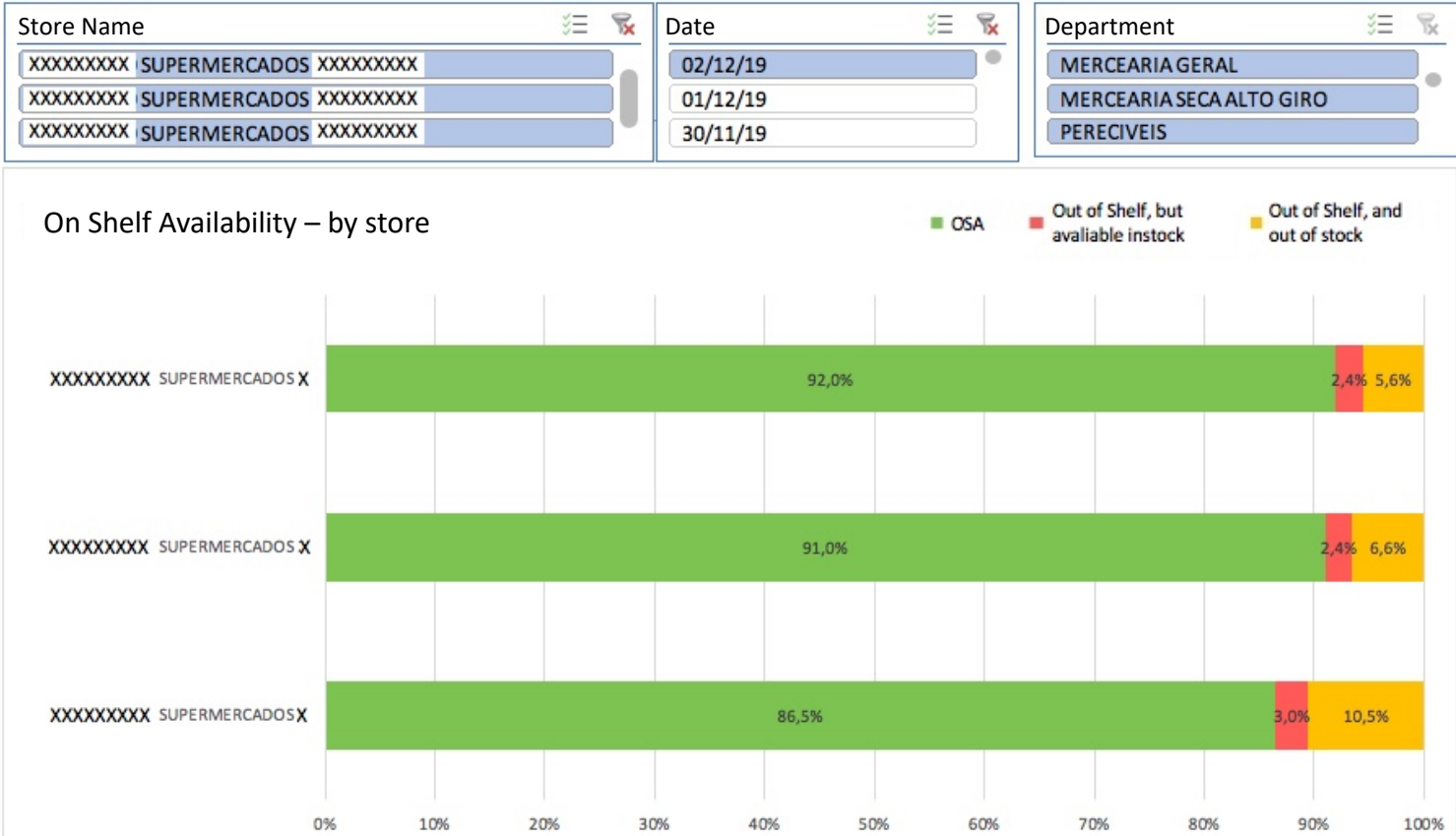
Quantity instock

Last sale

- A = Day of Report - Reference
- B = Store Name and Code
- C = % of OSA (91,4% in this example) – **Higher, better**
- D = % of OSA Goal (92% in this example)
- E = % of repeated alerts, comparing to previous day (30% in this example 30%) – **Lower, better**
- F = Items that were on previous day alert (S = Yes, were on previous day alert) – can be phantom inventory?



...management reports with graphics including OSA KPIs to support the operational execution analysis, direction and OSA details by store, dept., category, product Family, etc.



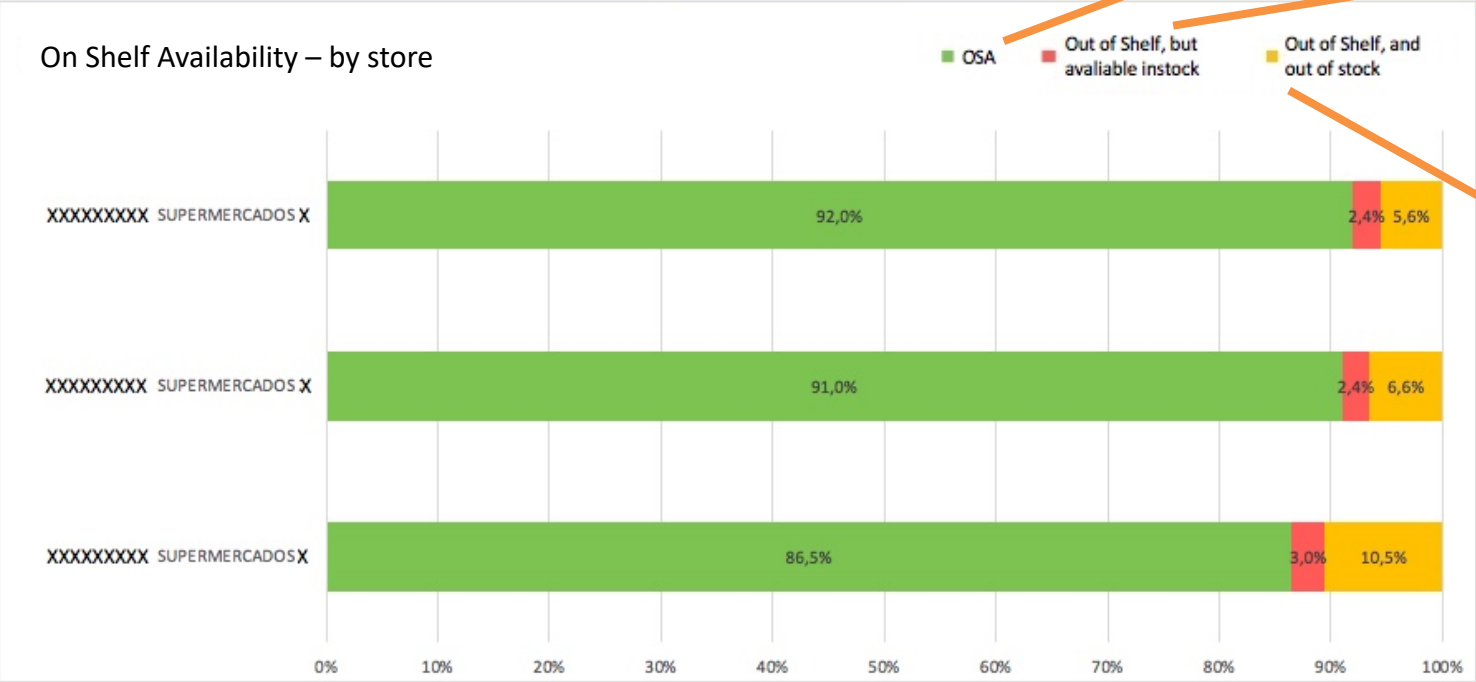
Management reports

Store Name	Date	Department
XXXXXXXXX SUPERMERCADOS XXXXXXXXXXXX	02/12/19	MERCEARIA GERAL
XXXXXXXXX SUPERMERCADOS XXXXXXXXXXXX	01/12/19	MERCEARIA SECA ALTO GIRO
XXXXXXXXX SUPERMERCADOS XXXXXXXXXXXX	30/11/19	PERECIVEIS

Item on the shelf.
Action: No action

Item not on shelf,
but instock. **Action:**
store fill the shelf

Item not on shelf,
and out of stock
Action: ship item to
the store



Rede de três lojas aumenta vendas em até 3% com solução de ruptura

Facebook share button: 0
LinkedIn share button: 0
Email share button: 2
Print button: 0

Salvar Imprimir +A -A Avaliação: ★★★★★ (3 avaliações)

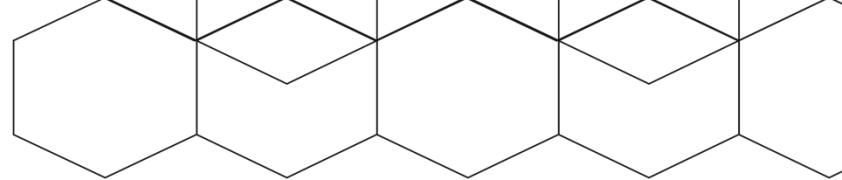
Alessandra Morita - alessandra.morita@savarejo.com.br - 23/04/2020

Ferramenta de startup também ajudou varejista do interior paulista a elevar produtividade da equipe



Foto: Divulgação

Uma alta de **1% a 3% nas vendas** em todos os setores de suas três lojas. Esse foi o resultado alcançado pela rede **Pinheirão Super**, de Avaré, interior de São Paulo, ao adotar uma solução da startup **Bee Solutions**, que combate a **ruptura**. Para Felipe Carvalho, diretor da varejista, somam-se a esses benefícios o aumento da produtividade dos repositores e a maior satisfação do consumidor.



Benefits:

- (+) Sales
- (+) Productivity
- (-) Customer friction
- (+) Management

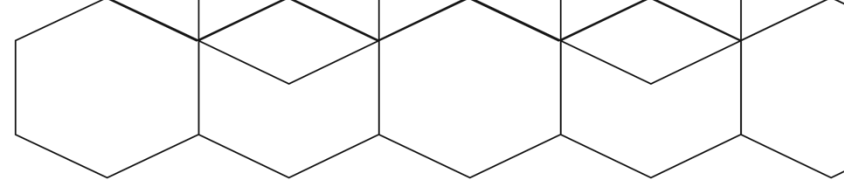
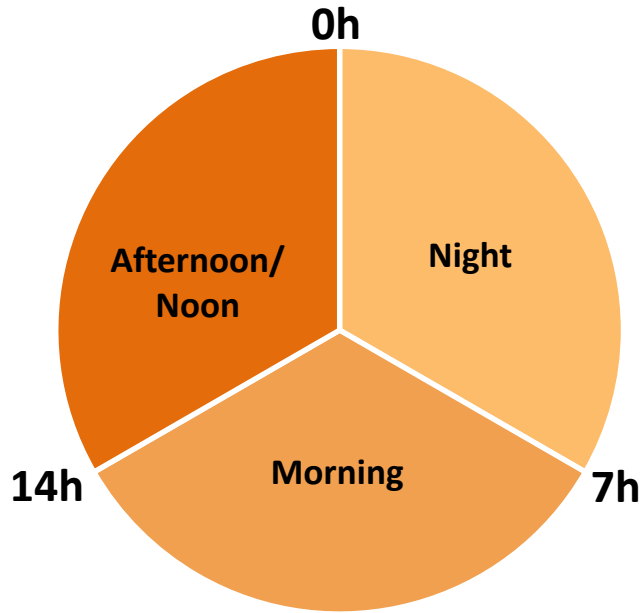
Advantages:

- ✓ Simple to implement (15 to 20 days to start pilot)
- ✓ Low cost, fast return
- ✓ No human action to identify items out of shelf
- ✓ Daily alerts with 80% - 90% of accuracy

<https://www.savarejo.com.br/detalhe/negocios/rede-de-tres-lojas-aumenta-vendas-em-ate-3-com-solucao-de-ruptura>



Routine proposal



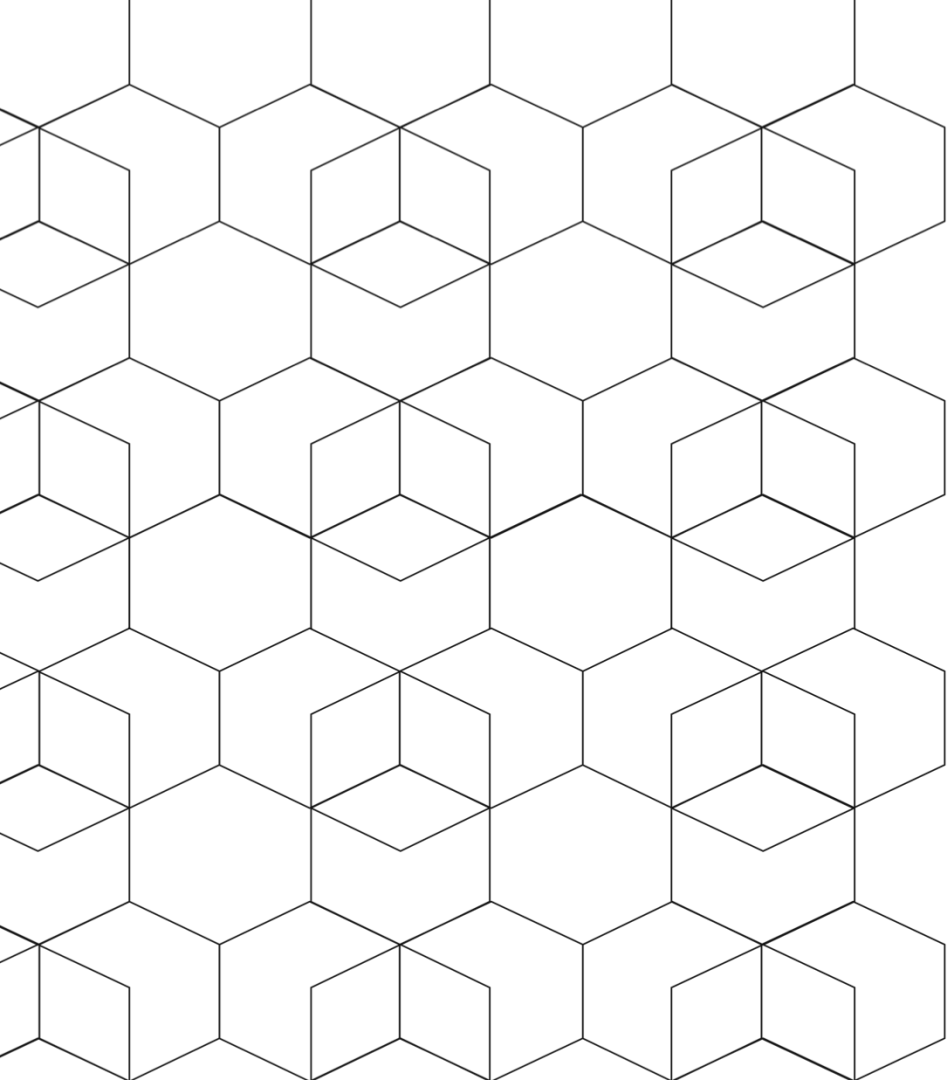
- Up to 1h → Previous day data available
- Between 1h and 4h → Bee sends reports (or .txt file) with alerts for products that are not on the shelf
- 4h + → Shelf replenishment takes place with focus on items with the highest sales loses



Key advantages:

- ✓ Improve sales and productivity: Focusing on replenishing items that the customers are looking for, but are not available on the shelf !
- ✓ With daily alerts: know, in the morning, which items are available in the backroom but are not selling because they are not available on the shelf = more focus and direction to merchandisers and replenishers!
- ✓ Visibility of OSA KPIs and where the challenge is bigger.
- ✓ Reports allow users to:
 - Monitor if the products are being replenished in store
 - Identify if there is a probability of phantom inventory
 - Identify where and when extra inventory is needed to be sent to stores





Optimize.
Sell more.
Let's talk.



BEE
SOLUTIONS



03.

Real Examples



OUT OF SHELF ALERT - STORE NAME - ITEMS AVAILABLE INSTOCK

Date: DD/MM/AAAA

Store: 4 STORE NAME

Today's OSA **91,4%** Repeated alerts % > **30%**

OSA Goal = 92.00%

Sales lost (BRL)

R\$ **1.321,43**

Volume lost (Qtd.)

326

Department	Category	Ranking	Item Code	Bar Code	Item Description	Sales lost (BRL)	Volume lost (Qtd.)	Last sold	Qtd. Instock	This item was on alert yesterday?
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LIMPEZA	CUIDADO DOMESTICO	43	3440715	7898903306113	LIMPA ALUM BY KIM 500ML LIMAO	R\$ 4,83	3	13/12/19	18	N
LIMPEZA	CUIDADO DOMESTICO	72	1030273	7898903306021	LIMPADOR TOQ FLOOR PERFUMES 1L LAVANDA	R\$ 8,15	2	13/11/19	24	N
LIMPEZA	CUIDADO DOMESTICO	94	3441671	7898016971000	SACO LIXO SUPER LIXO REFORCADO 100L 5UN	R\$ 6,27	1	14/12/19	127	S
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Daily alert sent to stores



Store Name

XXXXXXXXXX	SUPERMERCADOS	XXXXXXXXXX
XXXXXXXXXX	SUPERMERCADOS	XXXXXXXXXX
XXXXXXXXXX	SUPERMERCADOS	XXXXXXXXXX

Date

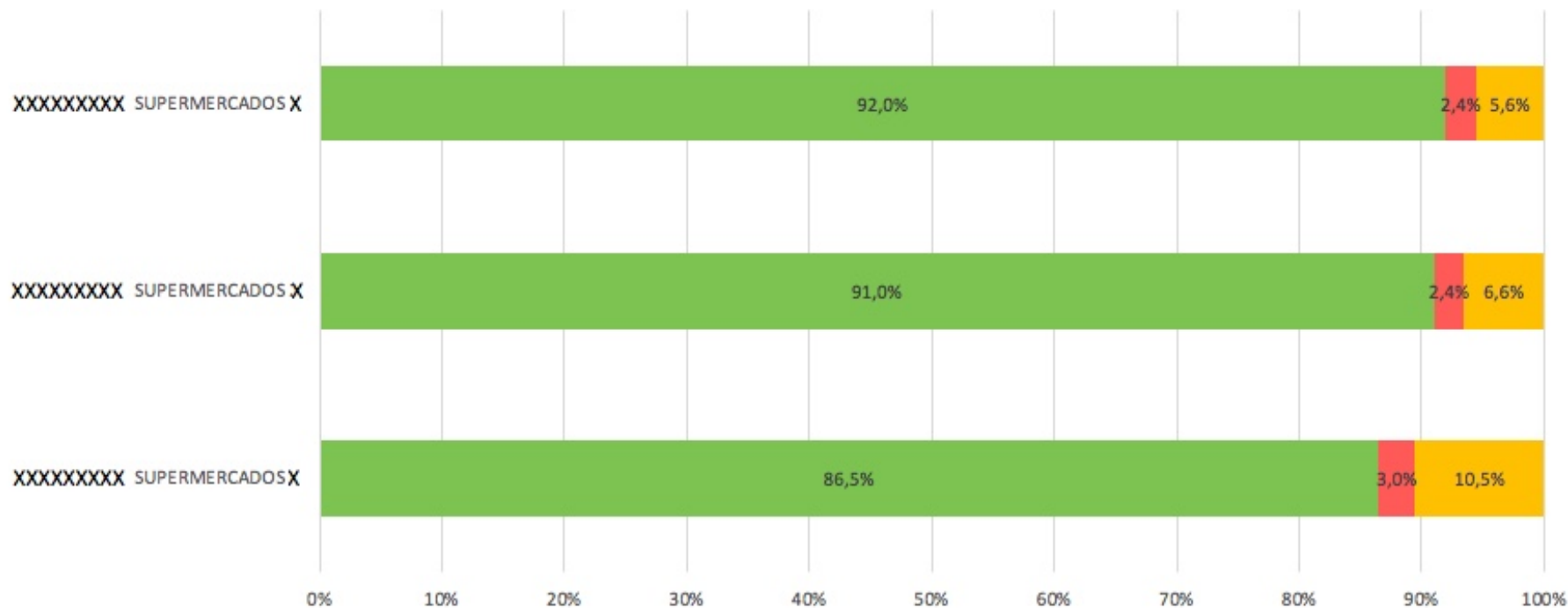
02/12/19
01/12/19
30/11/19

Department

MERCEARIA GERAL
MERCEARIA SECA ALTO GIRO
PERECIVEIS

On Shelf Availability – by store

■ OSA ■ Out of Shelf, but available instock ■ Out of Shelf, and out of stock



Store Name: XXXXXXXXXX SUPERMERCADOS XXXXXXXXXX

Date: 02/12/19

Department: BAZAR

Category: HIGIENE DESCARTAVEL

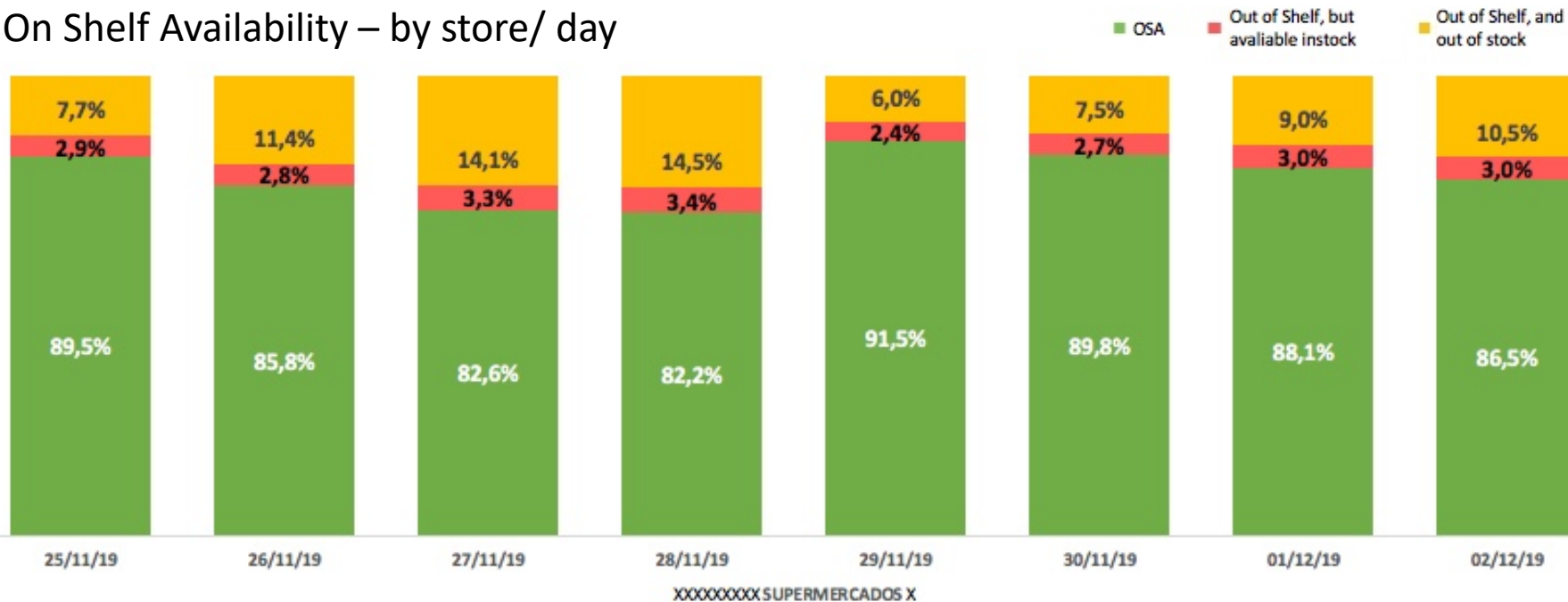
XXXXXXX SUPERMERCADOS XXXXXXXXXX

01/12/19

LIMPEZA

HIGIENE E BELEZA

On Shelf Availability – by store/ day



Store Name

XXXXXXXXX SUPERMERCADOS XXXXXXXXXXXX

XXXXXXXXX SUPERMERCADOS XXXXXXXXXXXX

XXXXXXXXX SUPERMERCADOS XXXXXXXXXXXX

Date

02/12/19

01/12/19

30/11/19

Department

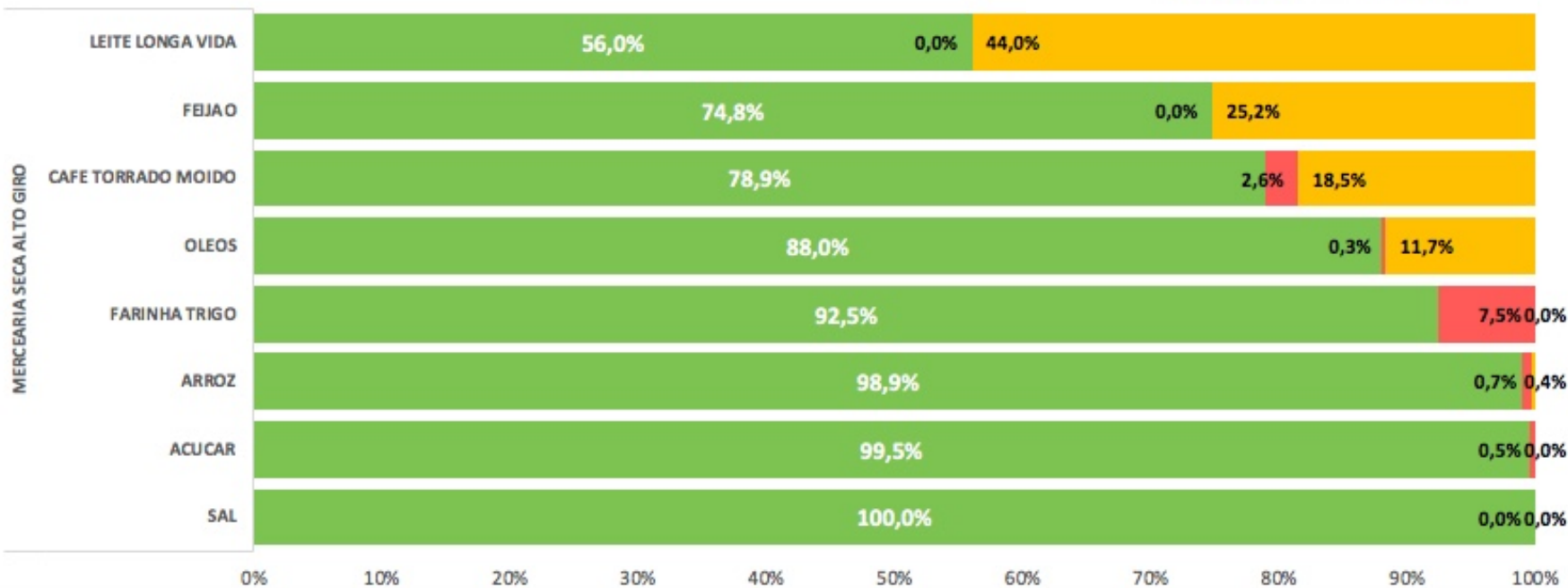
MERCEARIA SECA ALTO GIRO

PERECIVEIS

PERFUMARIA/ HIGIENE

On Shelf Availability – by category

OSA Out of Shelf, but available instock Out of Shelf, and out of stock



Store Name

XXXXXXXXXX SUPERMERCADOS XXXXXXXXXXXX

XXXXXXXXXX SUPERMERCADOS XXXXXXXXXXXX

XXXXXXXXXX SUPERMERCADOS XXXXXXXXXXXX

Date

02/12/19

01/12/19

30/11/19

Department

BAZAR

LIMPEZA

MERCEARIA GERAL

On Shelf Availability – by department

■ OSA
 ■ Out of Shelf, but available instock
 ■ Out of Shelf, and out of stock

