



Reach your customers where they are.

Any question ? E-mail us at
mmd@delhaize.be

Assortment View



ENLIGHT+

Sales Report

Are you eager to understand how sales is evolving across the different banners within your product portfolio? This detailed view will allow you to take corrective actions if needed on product level.

-> Included in the Enlight+ subscription

Duration

1 year subscription

Nice to know

Objectives

- 1) This view will allow you to obtain information in order to optimize your assortment or promotional strategy.
- 2) Follow the quantity sold and sales evolution over time

Key Questions

- 1) Which products contribute the most to my growth ?
- 2) Which products should I put forward within my promostrategy ?
- 3) In which Delhaize banner do I have the most opportunities/potential to grow ?

Sample pictures

Optimize your assortment or promotional strategy

Which products contribute the most to the growth ?

