



Expanded Services – Safeway and Beyond

We can customize a program to maximize your distribution & sales

Your brand represented each week

- Merchandising, Product Rotation & Shelf Maintenance
- Product Ordering
- Category Resets / Refresh
- Category Updates
- Competitive Pricing Surveys
- Continuity Coverage
- Display Maintenance
- Distribution Void Corrections
- DSD Services
- Fixture Distribution
- Fixture Installation / Removal
- Fixture Audits
- Holiday Services
- Inventory
- New Item Introductions
- New Store & Remodels
- Night Work
- Special Projects
- POS Fulfillment & Placement
- Product Demonstration
- Product Recalls
- Schematic Services
- Seasonal Support
- Secret Shopper
- Special Events
- Speed to Market (1 week, 2 weeks)
- Store Mapping
- Test Store/Section Set up
- Weekend Merchandising
- Audits & Surveys

Audit From Your Desk!

- 24 / 7 Client web site access to monitor project activity
- “Proof of Performance” photo documentation
- Exception reporting available and can be pushed to client for timely business decisions
- Exportable data for all current and archived projects



RMSI

Your brand, in place. *Every Week!*



Beverage Expertise

Take the headache out of your beverage resets and save money

We are the beverage specialists

- No more no shows
- Pay only for your space on the shelf
- Never have to send valuable sales force to reset stores again
- Comprehensive, detailed project planning and training process
- Single Point of Contact for each project
- Defined process for understanding the scope and scale of each project
- Timelines for execution developed in partnership with your RMSI Account Executive
- Test sets and time and motion analysis to clearly understand time requirements, surface potential risks and develop solutions
- Section mapping available

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- RMSI invoices on actual project time vs. invoicing on estimates



- Supermarkets
- Convenience
- Box Stores
- Drug
- Petroleum
- Mass Merchandiser
- Hardware
- Cash & Carry
- Wholesale / Club
- College bookstores

Services

- Product cut in
- Pull and Plug
- Distribution surveys
- Cooler set up
- Merchandising
- Displays
- Holiday coverage

RMSI

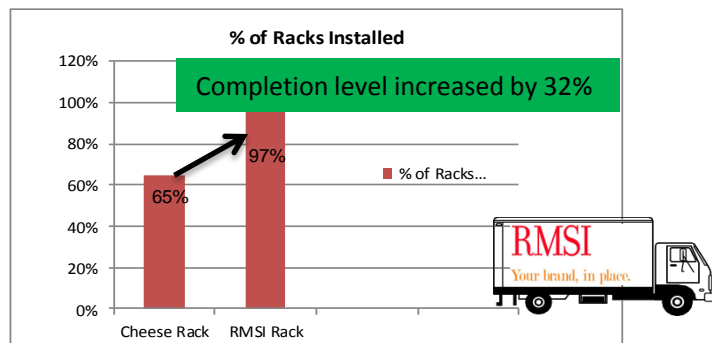
Your brand, in place. *On the sales floor!*



Fixture Delivery and Tracking from out the door to the store!

Avoid cancellations, rescheduled category resets and lost sales due to missing hardware, materials or deliveries!

- Manufacturers spend millions of dollars on fixtures lost at stores due to lack of accountability
- RMSI offers full logistics solution for your fixtures, racks and POS materials
- Just in Time, accurate hardware delivery with **digital proof** of delivery including signature, name, date and time stamp.
- Custom picking and packing
- Full freight services
- Complex racking fixtures installation expertise
- Continually updated logistics routing software used for efficient routing and to minimize costs
- Ability for logistics personnel to make adjustments at store level



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RMSI

Your brand, in place. *Equipped!*



Audit Stores From Your Desk

Store Reporting System (SRS)

- Clients have complete access to information related to all ongoing and archived projects
- Real-time actionable status reports on your projects at both regional and store levels
- Our Merchandising Leads use tablet and pad PCs in store to capture audit data, photographs, digital sign off from store personnel in real time
- Customized exception reporting include out of stocks and other alerts your Account Executive will set up for your projects which can be automatically emailed to you eliminating lag time for decision making
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10-02 Liquid Dish Cut In - Liquid Dish Cut In

Project Rating
 Scheduled Total: 471
 Reported Total: 1428
 % Reported: 97.1%

Store Visit Completion
 Completed 97: 1428
 Could not Complete (CMC): 8
 % Not Reported: 4.2

Response Exceptions
 The following stores reported exceptions since the last email:

Division	Store	Visit Date	Footage	Address	CMC Code: 3-500013 - Fresh Quaternary Starter Kit	EJC Code: 11000113 - Fresh Quaternary Starter Kit
EAS	4908	2/2/2010	3	2550 Virginia Ave NW Washington, DC	No-3R set - Item not authorized	No-3R set - Item not authorized
HOK	4601	12/31/2010	6	145 Jackson St San Francisco, CA	No-6R set - Item not authorized	No-6R set - Item not authorized
HOK	669	2/26/2010	6	931 E Hillside St	No-6R set - Item not authorized	No-6R set - Item not authorized

RMSI

Your brand, in place. *In Sight!*