

**Jessie
Donovan**

OPTUS

48%
of consumers say
'better for you' options
are important





82%
of consumers were
dissatisfied with the
healthy options available
in convenience stores

How would you recommend tackling the future so that the Convenience industry continues to grow profitable sales by satisfying evolving customer needs?



Data partnerships



Strategy



Implementation

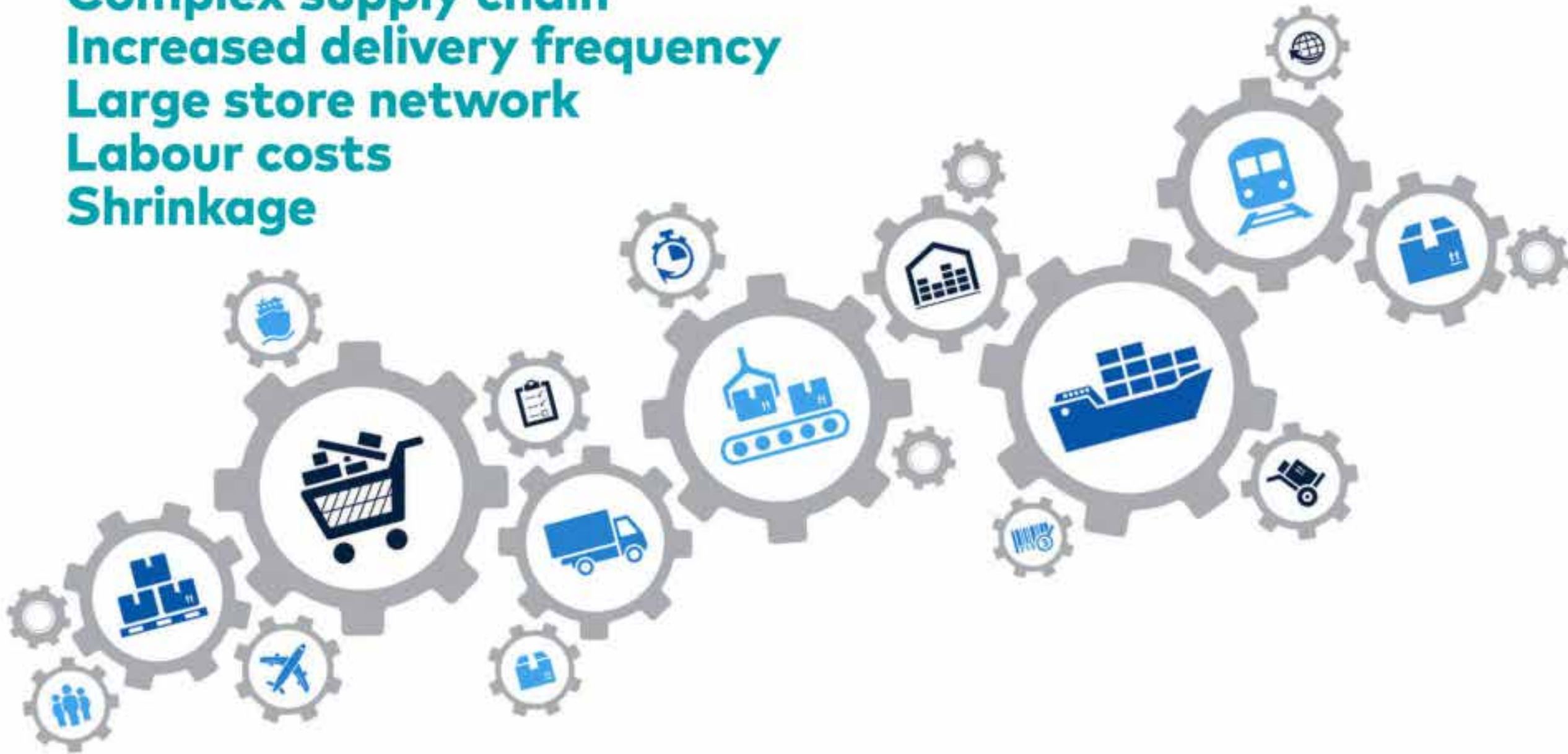


ROI

**Close your
eyes**



Complex supply chain
Increased delivery frequency
Large store network
Labour costs
Shrinkage







Customer

Who are they? Who aren't they?



Range

What does 'better for you' actually mean?



Location

Where do we range it?

The solution



1

We need
sophisticated
customer data
collection



Salt & vinegar chips







2

Data partnerships:

**Telecommunications location
Banking transaction
Internet browsing**



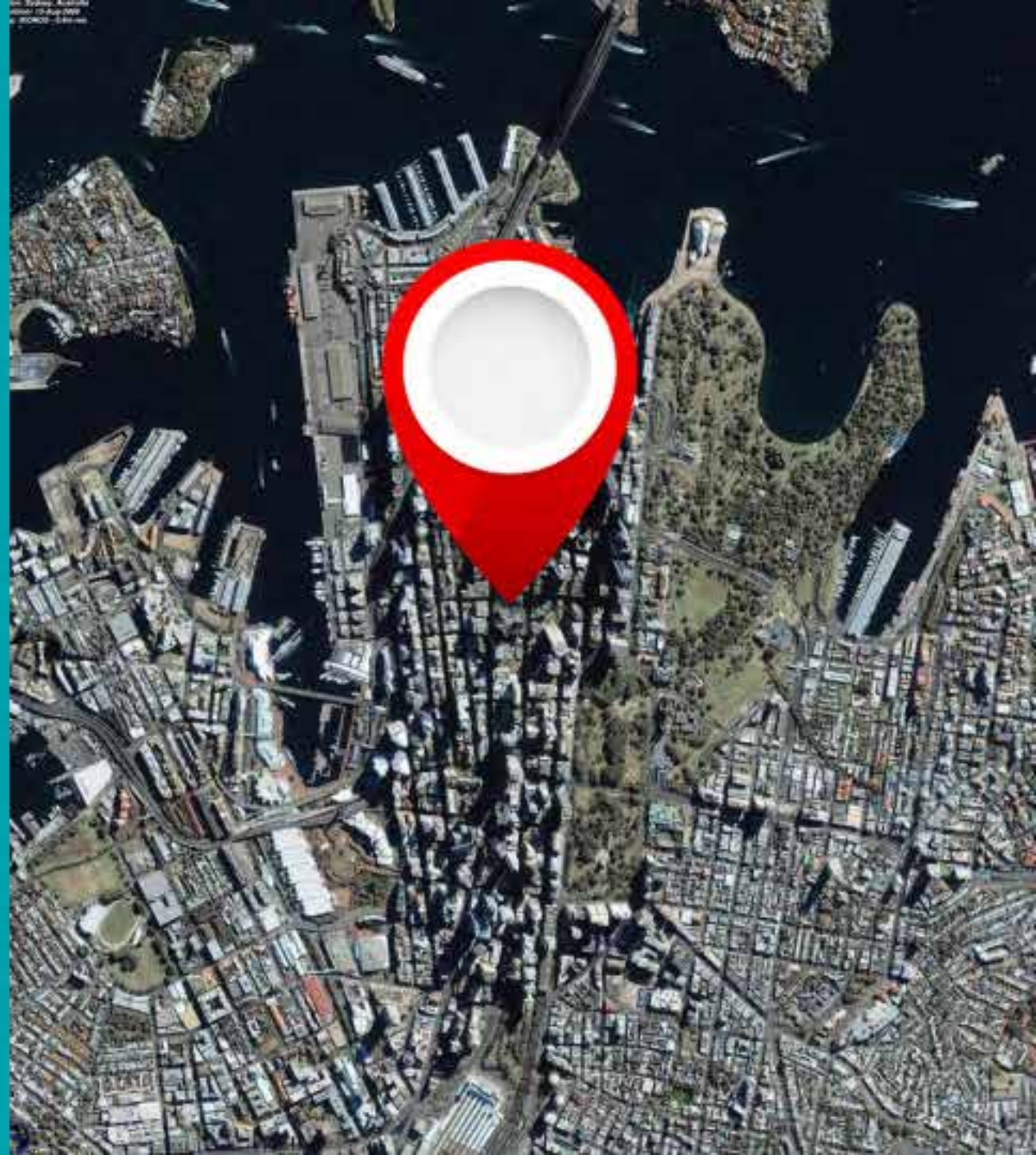
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3

Implementation





Eden
Technologies



4

**But it doesn't
stop there**



Right product



Right customer



Right time

How would you recommend tackling the future so that the Convenience industry continues to grow profitable sales by satisfying evolving customer needs?



Data partnerships



Strategy



Implementation



ROI

Meis

OPTUS