

# Deadlines 2024

**A1**  
**Master Data registration Tradesolution, phase 1**  
 • Sufficient to be assigned an EPD number



**A2**  
**Presentation for retail chain**  
 • Retail chain agreement form  
 • Finished PRICAT message  
 • Product samples  
 • Proposed delisting  
 • News summary (in some retail chains)  
 • Proposed phase-in approach  
 • Proposals for assortment codes

**A3.1**  
**Master Data registration Tradesolution, phase 2**  
 • Completion of data information according to defined information width on listed products

**A4**  
**Forecast**  
 • Pipeline fill  
 • Consumer purchases  
 • Campaigns

**A4.1**  
**Confirmation of delivery ability**  
 • Based on assortment conformation by retail chain  
 • Suppliers delisting based on retail chains assortment decision



**A6.1**  
**Order confirmation**  
 • Wednesday U-3

	U-15	U-14	U-13	U-12	U-11	U-10	U-9	U-8	U-7	U-6	U-5	U-4	U-3	U-2	U-1	U0
L1 – Feb 2024	27.10.23 1)	03.11.23 1)						14.12.23 1)		12.01.24		26.01.24	30.01.24 - 31.02.24 - 01.02.24		16.02.24	19.02.24
L2 – May 2024	17.01.24 2)	24.01.24 2)						05.03.24 2)		20.03.24 2)		05.04.24	09.04.24 - 10.04.24 - 12.04.24		26.04.24	29.04.24
L3 – Sep 2024	03.05.24 3)	10.05.24 3)						20.06.24 3)		09.08.24		23.08.24	27.08.24 - 28.08.24 - 30.08.24		13.09.24	16.09.24



**A3**  
**Feedback listing/main assortment**  
 • Assortment classification per profile chain  
 • Delisted products  
 • Confirmed input and phase method



**A5**  
**Develop planogram**  
 • Based on space management tool



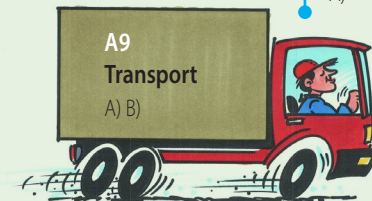
**A6**  
**Order from Distributor**  
 • Tuesday U-3

**A7**  
**Decide launch time for notified delays**  
 • Friday U-3



**A8**  
**Submission of products for control measurement at Tradesolution's EPD Checkpoint**  
 • Friday U-3

**A8.1**  
**Submission of product images in Tradesolution's MediaStore**  
 • Friday U-3



**A10 / A10**  
**Delivery to Retailer**  
 A)



**A7.1**  
**Decide launch time for unannounced delays**

**A11**  
**Sales start**  
 B)

**Footnotes**

- 1) Brought forward two weeks due to christmas
- 2) Brought forward two days due to easter
- 3) Brought forward approximately five weeks due to summer holiday
- A) Applies to stocked goods and cross dock.  
 Exception: Direct deliveries and fresh produce with short shelf life
- B) In general, new products to be exposed to shoppers from Monday week 0. Some retailers will need more time. Reference is made to STAND Assortment and connected timeline.

**Evaluation**

- 8 weeks after sales start, the supply of news is evaluated
- The evaluation is seen in conjunction with the previous 2 news windows