



your premier merchandising provider





HDA Merchandising is a successful service company that was created to meet the unique challenges of managing perishable products in retail markets. We provide resources to execute in-store merchandising, promotions, resets, new store sets, remodels, item cut-ins and point-of-purchase displays. HDA Merchandising employs over 1,500 merchandisers throughout the United States in all major markets. Our reporting capabilities are detailed and accurate while our innovative merchandising solutions improve program metrics.

HDA Merchandising was created by HDA, Inc. to provide a service arm for book and magazine distribution. HDA is the nation's most successful wholesaler of books, magazines and other products to the home improvement, discount, craft, home décor and cooking market channels. HDA customizes its programs to fit the needs of all its retail partners using a great mix of books, magazines, cross merchandisers and promotional displays. The turn key programs that HDA category and vendor manages for its retail partners such as Lowe's, Menards and Dollar General have flourished, demonstrating superb performance in comparable store sales, inventory turn and return on investment.

*customized programs superb performance commitment to industry*





## Services

HDA Merchandising's forte is on-time completion of in-store projects with superior attention to detail. We service books, magazines and other products in over 12,000 stores weekly, processing an RTV on each call. An HDA Merchandiser's responsibilities include stocking, relabeling, buybacks of expired product, promotional sets, work order completion, checkout pocket surveys, inventory maintenance and detailed call reporting. Building strong relationships with store personnel is key to our success. Our team's high level of accountability, flexibility and communication give HDA a competitive advantage over its competition and store managers consistently praise HDA's service.

- New store sets
- Resets/relocations/remerchandising
- Inventory
- Program maintenance
- Rack management
- Product rotations
- Price auditing
- Point-of-purchase placement
- Seasonal support
- Promotions
- Product recalls
- In-store surveys
- Retagging
- Order placement





## Merchandising Team

With many years of retail experience and merchandising experience in specialty markets, HDA Merchandising will exceed your expectations as a service company.

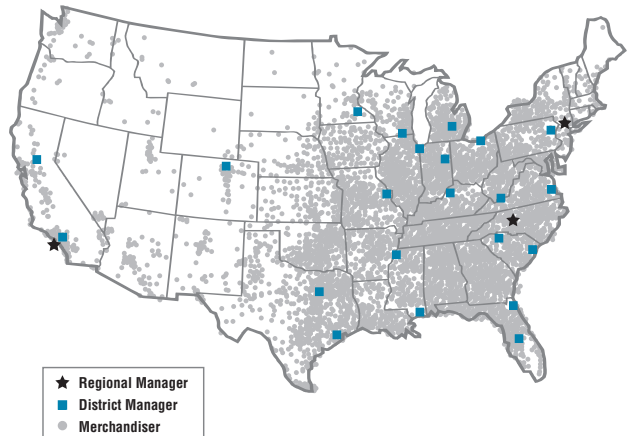
We have the ability to rapidly launch projects and track real-time activity with online reporting creating a solid and successful partnership that drives sales. Our goal at each store is to merchandise the product from the back room onto the sales floor as quickly as possible increasing sales for the retailer and the product offering for the consumer.

## HDA Merchandising Corporate Office

- Divisional Vice President
- 2 Service Coordinators
- Training Coordinator
- 2 Service Software Analysts
- Customer Service Representatives

## HDA In-Store Merchandising

- 3 Regional Managers
- 22 District Managers
- 1,500 Merchandisers



*Our merchandisers are located in all metro markets across the United States.*



## Why HDA Merchandising?

HDA Merchandising is “In-House,” so retailers have a direct line to the people that count for their service needs. Additionally, HDA Merchandising requires that our merchandisers possess a higher level of detail related performance than what’s typically required for vendors. The weekly trade out of perishable product, high SKU count and required objectives change weekly.

### *Benefits your stores will notice from our services include:*

1. Increase comp store sales
2. Better return on investment
3. Increased turns
4. Planogram integrity
5. Reduced out-of-stocks
6. Store level satisfaction

### *key clients*

**DOLLAR GENERAL**



*We are dedicated to merchandising excellence*

technology



## Natural Insight

HDA Merchandising partners with one of the industry's largest Retail Task Management and Staff Communication companies, NaturalInsight, to offer state-of-the-art technology. This web-based application is available 24 hours a day, 7 days a week to track service calls and sales tasks. The tool also provides project activity reporting to ensure retailers are happy with HDA Merchandising's service on each and every project.

## Applicant Tracking System

HDA is a member of NARMS, "National Association for Retail Merchandising Service," which represents the professional merchandising and marketing service industry on a national basis. HDA Merchandising uses their database of experienced merchandisers seeking merchandising work as our main source of candidates for our hiring pool. Candidates can apply online 24 hours a day on our state-of-the-art Applicant Tracking System. The entire hiring process is paperless and allows us to take the applicant to an HDA Merchandising employee in a matter of days.

## GeoAnalyzer

HDA Merchandising utilizes a powerful tool called GeoAnalyzer to map retail stores, merchandisers and applicants to identify the best match for each store by geographic location.



## HDA University

HDA University is our online training program. This web-based training tutorial consists of the most up-to-date technology, testing and live classroom instruction for our merchandisers.

- Teaches merchandisers all aspects of their position
- Accountability – Must complete quizzes and final exams before servicing for any retail clients
- View videos and presentations
- Program assigns the training sessions to the merchandiser and puts them on his/her calendar
- Consistency in training message across the entire company
- Cost-saving program decreases travel to stores for training
- Video conference call capability – up to 30 people at a time





## Web-Based Reporting

The web-based reporting tool that Natural Insight offers provides visibility into many areas of the service process. The following features are beneficial to both HDA Merchandising and our clients.

1. Call frequency
2. Real-time project status
3. Project summary
4. Customized retail forms
5. Customized retail reports



Call frequency  
**98.98%**  
2011

## Pricing

HDA Merchandising has implemented a variable flat rate program to compensate merchandisers. The variable flat rate uses formulas, time tests and other calculations to provide an accurate pay based on units shipped into each store. This allows for accurate project quotes and increased efficiency since varying units based on store volume equals varying pay.

Flat rate pay and hourly pay are also implemented as needed based on project type.

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