Project Name: Procter & Gamble May Service in Target
Retailer: Target
Project Number: 40-369 Activity 10513
Project Dates: 5/14/12 – 5/18/12 Weekly Service - Check Convergence Marketing Web Portal for the scheduled week for each store you are assigned to

Project Overview: To service the Procter & Gamble Cover Girl section in Target stores ensuring planogram compliance, checking out-of-stocks and merchandising.

Weekly Coverage – week of 5/14 – 1.5 hours/store

There are stores scheduled for weekly coverage and stores scheduled for Bi-Weekly coverage. Be sure to follow the scheduled week of dates in your portal.

In-Store Objectives:
1. Merchandise Locations
2. POG Compliance
3. Out of Stock Correction/Filling

Merchandiser Kit – this is a download and go – please print the Visit Instructions, Recap Form and CG 2012 Graphics List from your portal. Bring the documents with you to the reset that were mailed to you for the Proof & Fix project 40-368. Please keep these documents for your weekly May and June visits:
   - Target Terminology
   - Reset Merchandiser Checklist
   - Store Planogram
   - Wall Catalogs
   - Convergence Name Badge

Upon Entering the Store:
- Sign in at the Guest Service Desk and ask for the Cosmetic Team Lead. If the Cosmetic Team Lead is not available ask for the Team Lead on Duty. If neither is available ask for a Target employee that can assist you while you are in the store.
- Be sure to wear your Convergence name badge.
- Introduce yourself and explain the purpose of your visit is to ensure planogram compliance, checking out-of-stocks and merchandising.

Important Information:
- Target stores use Universal fixtures
- Convergence merchandisers will not be allowed to use the PDA handheld or pull product from the backroom – ask for assistance from store personnel.
- Prior to checking the planogram you will need to check a label on the Cover Girl/Queen Section for the Planogram ID. It will be listed on the bottom left corner of the label and it will read “AO52_ _ _” with three letters denoting the planogram type – see photo below.
  - If you do not have a planogram matching the store Planogram ID from your prior visit, politely ask the Target HBC Leader to download and print the Cover Girl/Queen planogram for you to perform your Proof & Fix.
  - Always be sure to check the Planogram ID on the section labels in store, not just the section size on the wall – as there are multiple planograms for every section size.
Target Shelf POG Label

If you do not have a hard copy of the POG in your packet you can have the Team lead print the CG POG for you. The POG number is on the shelf label.

In-Store Execution:

1. Locate the Cover Girl section
2. Merchandise the Cover Girl section
3. Ensure planogram compliance:
   ✓ Zone and face out (straighten) the Cover Girl section ensuring it is set to planogram
   ✓ If defective or damaged product is found, take to Guest Services
   ✓ Check for any overlapping product or gaps between product
   ✓ If needed, move dividers between product
4. Audit to ensure the new CG Items below are in the section

<table>
<thead>
<tr>
<th>PRODUCT DESCRIPTION</th>
<th>ITEM</th>
</tr>
</thead>
<tbody>
<tr>
<td>COVERGIRL + OLAY PRESSED POWDER</td>
<td>DPCI</td>
</tr>
<tr>
<td>PRESSED PWDR 310 CG&amp;OL .39OZ FAIR</td>
<td>052-08-1266</td>
</tr>
<tr>
<td>PRESSED PWDR 320 CG&amp;OL .39OZ FAIR/LIGHT</td>
<td>052-08-1267</td>
</tr>
<tr>
<td>PRESSED PWDR 330 CG&amp;OL .39OZ LIGHT</td>
<td>052-08-1268</td>
</tr>
<tr>
<td>PRESSED PWDR 340 CG&amp;OL .39OZ LIGHT/MEDIUM</td>
<td>052-08-1269</td>
</tr>
<tr>
<td>PRESSED PWDR 350 CG&amp;OL .39OZ MEDIUM</td>
<td>052-08-1270</td>
</tr>
<tr>
<td>PRESSED PWDR 360 CG&amp;OL .39OZ MEDIUM/DEEP</td>
<td>052-08-1271</td>
</tr>
</tbody>
</table>

Check Product and Labels
✓ Ensure product matches the labels, and use your POG to resolve any discrepancies
✓ Missing Shelf Labels
   • Make a list of any missing shelf labels.
   • Ask the Cosmetics Team Lead or any other team lead working to create a batch of labels for you.
   • The Cosmetics Team Lead will be able to print the shelf labels from the backroom and give them to you for placement as needed.
5. Check Product Fixtures
   ✓ Ensure fixtures are working including:
     • Pushers, dividers, lip cubes, roll down trays, product trays, pegs, and graphic holders.
     • If extra shelf fixtures are needed, have the Cosmetic Team Lead assist you in locating the part in the back room.

6. Graphics
   ✓ Missing Graphics and Signage – write down any missing graphics and signage
     • Check boutique headers, bullnose graphics, panels, shade selectors and backer paper.
     • If graphics are missing, work with store personnel and advise them to order via their TIPP system.
     • Utilize the CG 2012 Graphics List (attached) and Wall Catalogs from your merchandiser kit to identify the graphic needed. The Wall Catalog shows part UPC#s of all marketing materials and graphics you will find at the shelf. If you are unsure of what a graphic looks like on your planogram, reference this document to obtain a better view.

   ![Missing Graphic Holder](image)
   Refer to the CG Spring Graphics list – this is the sign holder COS: 8” TIPP3 1103999

7. Count and Correct Cover Girl Out-of-Stocks - Focus on items that are out-of-stock
   ✓ Ask the Cosmetics Team Lead to scan the OOS to see if there is any product in the backroom.
   ✓ If there is product in the backroom ask the Cosmetics Team Lead to pull the product for you so you can stock the shelves.
   ✓ If the PDA says there is product in the back room and the Cosmetics Team Lead cannot locate any product, please ask him/her to change the count to zero.
   ✓ If the PDA says there are i.e.) 8 units on hand and zero in the back room and you Count 5 units on hand (at the shelf and in secondary locations), ask the Cosmetics Team Lead to change the on hands count from 8 to 5.
   ✓ Fill OOS from the backroom inventory first before taking any product from Endcaps or Sidecap locations.
   ✓ Cover Girl Focus Skus for Out-of-Stocks: **Count and Correct CG Blast Flipstick OOS.**
     o Fill from backroom inventory first before taking product from merchandised locations.
     • Whisper – 052-08-1065
     • Vixen - 052-08-1111
     • Stunner – 052-08-1115
     • Tease – 052-08-1113
     • Minx – 052-08-1118
     • Flashy – 052-08-1109

8. Merchandise any Secondary Locations: The following 2 merchandise events may have been taken down as their final day is 5/12, if they are still up, ensure the endcap is still set in stores:
Upon Completion:
- Clean up the sales floor of all trash, product, etc. Make sure that the department is completely clean and clear before you leave.
- Review the work with the Cosmetic Team Lead or Target Team Lead on Duty BEFORE you leave for the day. Do a complete walk-through of the section.
- Fill out your Recap Form and answer the questions. Give detailed explanations if you had issues and/or challenges with the visit. Ask the Cosmetic Team Lead or Target Team Lead on Duty to sign your recap form when you are completely finished with the visit.
- Sign out at the Guest Service Desk

In-Store Issues or Questions:
- Call your Convergence Area Manager with any issues/questions.
- If you cannot reach your Area Manager, call the Retail Support Center hotline at 1-866-249-6128 x498.
- There should be no manager refusals for this project.
- If you have any questions about the project or if there are any issues with performing the service on the scheduled day, please call from the store to report your problem. Never leave the store unless you have reported your issue to Convergence first.

Reporting:
- If you have any issues entering your data on line, call your Manager or the Resolution Center for assistance.

REMINDER: CONVERGENCE DRESS CODE FOR MERCHANDISERS

Attire - When calling on stores appropriate attire will consist of:
- A neat solid colored blue or white collared shirt, polo style or button down shirt is permitted
- Khaki or black slacks
- Both the shirt and slacks should be pressed, clean and durable
- Shirt must be tucked in at all times
- Shoes should be safe, comfortable, and of a material that will support a shine
- Hair is to be cut or styled in order to appear neat and well groomed
- Always wear your Convergence name badge
- Always have your cell phone on “vibrate” or turned off