



Simplified



Quick Tips

- ☑ Print and read sales plan and project files carefully.
- ☑ Familiarize yourself with the store processes and terminology on this sheet.
- ☑ Wear your CROSSMARK name badge.
- ☑ Sign in/out of the vendor log located at the Customer Service Desk.
- ☑ Introduce yourself to the manager in charge of your targeted department and let them know what you will be working on.
- ☑ Work safely.

Merchandising Basics

How to Read A Shelf Tag

- ☑ Kroger places most of the pertinent info on a shelf tag, including Price, UPC, MSI number, count, stack method and weight and measure information.
- ☑ The bar code on the tag is the UPC code. Shelf tags also include information on TPRs with dates of expiration. They also show new items to draw attention and Closeouts to include products to be moved out.

How to Print Shelf Tags

Per Kroger Co. instruction, shelf tags are to be printed by the store specific Scan Coordinator or other personnel designated for the task.

1. When you have finished your set and have made a list of tags needed, go to the Customer Service Desk and request that the Scan Coordinator be paged.
2. If the Scan Coordinator is not present, ask to Representative to page a member of Store Management.
3. Ask the manager if there is another person available to make tags for the section you have finished in. In rare cases, the store may give you the equipment, a RF Unit and Label Printer, to make the tags yourself.
4. Please be sure the RF Unit is logged and by a store employee and that the Label Printer has the correct tags in it.
5. Be sure you know and understand how to use these devices before taking responsibility for them.
6. When placing a manually printed tag, it goes on the farthest left edge of the left-most facing. In sections that have shelf strips, be sure to place the tag over the order information.

Hand-held Units

Due to Kroger Co. security program, vendors are not given the RF Unit to print shelf tags. Reps will need to ask for assistance from store personnel.

1. Be sure that the RF Unit the store gives you is logged in by a store employee to SPA menu. Make sure the Label Printer is charged and has a roll of Bib-Tags in it.
2. Attach the printer to the RF Unit.
3. Check the menu status; choose Option 1, Price Audit. The user-interface prompts you to input the UPC code for the item, either by scanning an item or by typing in the full UPC from the POG.
4. When typing a UPC, you may need to put three zeroes (000) at the front of the UPC on the POG.
5. After pressing 'Enter', the system will chime to acknowledge the UPC code. A product status screen appears.
6. Depending on the model of RF Unit, the keys are in different places but to print a tag press 'CTRL' then 'T' followed by 'CTRL' then 'T' again and lastly the number '3'.
7. Then tag will then be generated and placed in the previously prescribed manner. When finished with the equipment, be sure to return it to the Kroger person who got it for you originally.

Merchandising Basics

Planograms (POGS)

Due to Kroger Co. security program, vendors are not allowed to access Kroger's internal system to retrieve POGs. Ask the Scan Coordinator or store manager for help in obtaining these POGs.

- ☐ All POGs are available at store-level.
- ☐ Each store has designated a Reset Captain, generally the Scan Coordinator, whom you should see immediately for a POG.
- ☐ If the Reset Captain is unavailable for some reason, please ask a member of Store Management to pull the POG for you.
- ☐ Before seeing the Reset Captain, be sure you check the size of the section, as well as the number of shelves in the set.
- ☐ In case the POG Kroger pulls for you is incorrect, you will have the information you need to get the correct one.

Store Reference

Kroger Terminology

- ☐ **Back Room:** Warehouse/dock space generally at the back of the store where backstock, discontinued and garbage will go
- ☐ **Backstock:** Items too numerous to fit on the shelf in the given facings allocated by the POG
- ☐ **Co-Manager:** Salaried managers assigned to various departments
- ☐ **Discontinued:** Items designated by red 'Closeout' tags that have been put out of production by the manufacturer
- ☐ **Drug/GM:** Over-the-counter and general merchandise, including toys, candy, hosiery, pain relief and first aid sections plus many others
- ☐ **HBC:** Health, beauty and cosmetics, sections like hair care, lotion and facial cleansers
- ☐ **KOMPASS:** Kroger's name for weekly Homestore resets
- ☐ **Not-In-Set:** Items that were in the previous set but not on the latest POG, these items may not be cuts from the manufacturer but are no longer authorized by Kroger
- ☐ **Out-Dated:** Expired items that need to be disposed of
- ☐ **Reset Blitz:** Non-Kompass resets assigned to vendors by scan-sales
- ☐ **Reset Captain:** Individual designated by the store to print POGs and tags. They are also in charge of processing KOMPASS materials for use by KOMPASS Reps
- ☐ **RF Unit:** Kroger's handheld scan unit. Used for ordering and item maintenance/information
- ☐ **Store Manager:** Highest ranking individual at the store

Store Personnel

NOTE:

Kroger expects vendors calling on a store to be there any time Monday through Thursday from 7 AM to 4 PM.

- ☐ **Store Manager** - In charge of entire store. Highest ranking individual at the store.
- ☐ **Co-Manager** - 2 or 3 in store. Each has an area of responsibility like grocery or drug/gm
- ☐ **Scan Coordinator** - changes prices, prints labels, can print POGs. Changes weekly ad pricing.
- ☐ **Receiving Manager** - in charge of reclamation, truck and DSD deliveries.
- ☐ **Department Head** - In charge of a department within grocery or drug/GM

Best Time to Call on Kroger

- ☐ In nearly all cases, Kroger expects vendors calling on a store for Kompass or Project work to execute these sets Monday through Thursday from 7A until 4P.
- ☐ Earlier starts are permitted, but generally a manager is not on duty to make decisions regarding problems encountered.
- ☐ Starting later in the day is not recommended, as Kroger wants the late afternoon through evening free of intrusion for their customer's shopping experience.
- ☐ Sets may be completed on Fridays during aforementioned timeframe, but it is necessary to call the store ahead of time to ensure that it is acceptable to work that day.
- ☐ Weekend sets are not allowed, neither are overnight sets.
- ☐ Kroger will have blackout dates as well, generally the week before major holidays or the day of inventory.

Other Kroger Banners



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