



 PEPSI-COLA RETAIL EXECUTION AWARD

# TEMPORARY DISPLAYS

## RETAIL AUDIT SYSTEMS

10  
POINTS

### THE STANDARD

Keeping your stores up to par isn't easy. That's why your retail audit system will allow you to identify non-performing stores in time to correct the situation.

To earn points, your retail audit system must meet the following standards—

- Results must be available within **twenty-four** hours so displays can be built where necessary.
- Auditors must survey a select group of stores each week.

### THE POINTS

If you have an actionable retail audit system in place and you maintain it throughout 1986, you'll earn 10 points. If you're in a non-Spartrac market, Pepsi USA District Managers will verify that you have an actionable retail audit system.