

## Factors Influencing Effective Merchandising of Beverage Alcohol

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|-------------------------|---------------------------------------|------------------------|
| 1 Sales Growth          | 4 Shopping Trip Influence             | 7 Category Captains    |
| 2 Display Space Growth  | 5 Stores' Competitive Differentiation | 8 Channel Competition  |
| 3 Basket Ring Influence | 6 Category Management Support         | 9 Promotional Programs |