



COMPETITIVE — EXECUTIVE BRIEFING

Competitor Assortment Briefing

Price and claims across four retailers, dated

DOCUMENT	PREPARED	OWNER	PAGES	STATUS
CAB-27-050	September 2027	Category	6	Illustrative sample

The read

Two competitors have moved price in opposite directions and both have held claims. The price moves are not promotional — they hold across all four retailers and across eight weeks, which makes them list price changes rather than activity.

2	4	8 wks	0
Competitors moving price	Retailers checked	Period the moves held	Claim changes in the period

ESTABLISHED

- 01 Both moves hold across all four retailers.
- 02 Both hold across the full eight weeks.
- 03 Claims unchanged for both.

NOT ESTABLISHED

- 01 Why either moved.
- 02 Whether volume followed — not visible from outside.



What is in it.

THE FORMULATION · MCLEUKER HOUSE SET

SO WHAT

A price that holds across four retailers for eight weeks is a list price, not a promotion. That is the distinction the data supports and it is the only one it supports.

The moves

BY COMPETITOR AND RETAILER

COMPETITOR	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	READ
Competitor A	-8%	-8%	-8%	-8%	LIST PRICE DOWN
Competitor B	+6%	+6%	+6%	+6%	LIST PRICE UP
Competitor C	0%	-15%	0%	0%	PROMOTION
Competitor D	0%	0%	0%	0%	UNCHANGED

Consistency across retailers is what separates a list price change from an activity. Competitor C moved in one retailer only, which is a promotion.



What may be said about it, and where.

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SO WHAT

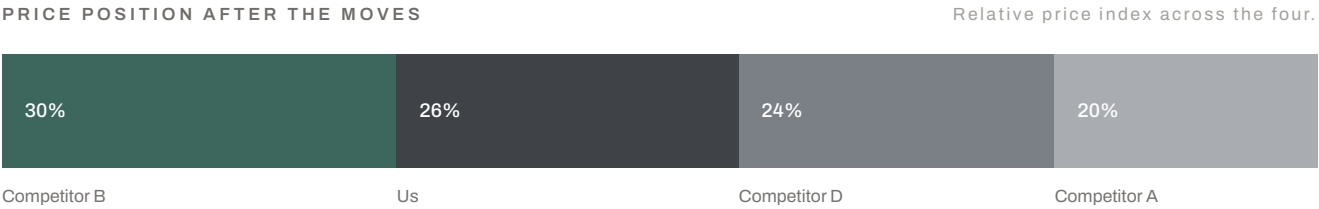
Consistency across retailers is the test. Two moves pass it and one does not, and treating all three the same is how a promotion gets matched as though it were a repositioning.



Every claim ends up here, at the distance a customer decides whether it was true.

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Our position



WHAT CHANGED FOR US

Before	We sat below B and above A and D
Now	We sit between B and D, closer to the middle
Claims	Unchanged for everyone, including us
Implication	Our position moved without us doing anything
Not assessed	Whether volume followed either move — not visible from listing data



Where the two have to agree in writing.

THE PACK · MCLEUKER HOUSE SET

SO WHAT Our relative position changed without any decision on our part. That is worth knowing before the next pricing review treats the current position as chosen.

Decisions

DECISIONS ARISING FROM THIS BRIEFING

DECISION	OWNER	BY	IF IT IS NOT TAKEN
Note that our relative position moved without a decision	Category Director	30 Sep	The next review assumes the position was chosen
Do not match Competitor C's single-retailer move	Commercial Director	30 Sep	A promotion is matched as a repositioning
Re-check both list moves in eight weeks	Head of Insight	30 Nov	A reversal is missed
Record claim positions alongside price in the tracker	Head of Insight	31 Oct	Price is read without its claim context

SOURCES AND BASIS

Prices — observed at four retailers on the dates stated, list and promotional recorded separately.
Claims — as printed on pack and on retailer listings at the same dates.
Price index — relative, computed from the observations above.

ILLUSTRATIVE SAMPLE

This document is a rendered SAMPLE of the Competitor Assortment Briefing template, produced to show its structure, exhibit inventory and register. The figures in it are illustrative and are not market intelligence. A real run of this template researches and cites its figures with an as-of year for each, or marks them as modelled and states the basis — the rule the template itself carries.