

SALES & RETAIL OPERATIONS

S&OP <i>Sales and Operations Planning</i>	GE <i>Gondola End</i>	DSR <i>Daily Sales Report</i>
JBP <i>Joint Business Plan</i>	ILP <i>In Line Plinth</i>	OTC <i>Over The Counter</i>
D2C to DTC <i>Direct to Consumer</i>	SEL <i>Shelf Edge Label</i>	PLANOGRAM <i>A visual representation of a store's products to optimise shelf space and maximize sales.</i>
NRM <i>Net Revenue Management</i>	ROPA <i>Research Online Purchase Anywhere</i>	
ROI <i>Return on Investment</i>	SOS <i>Share of Shelf</i>	
OOS <i>Out of Stock</i>	KAM <i>Key Account Manager</i>	
FSDU (or FSU) <i>Free Standing Display Unit</i>	REP <i>Representative</i>	
FOS <i>Front of Store</i>	OSA <i>On Shelf Availability</i>	
CTA <i>Call to Action</i>	POS <i>Point of Sale</i>	

MANAGEMENT & CUSTOMER ENGAGEMENT

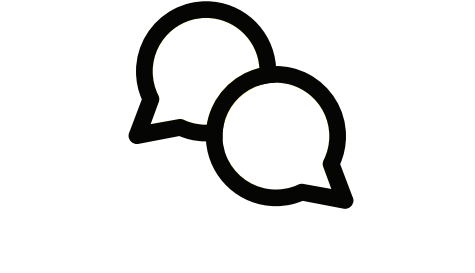
BOGOF <i>Buy One Get One Free</i>
EDLP <i>Every Day Low Price</i>
BOGSHIP <i>Buy One Get Second Half Price</i>
WIGIG <i>When It's Gone, It's Gone</i>
MPLAN <i>A marketing/merchandising plan</i>
CRM <i>Customer Relationship Management</i>
TMI <i>Trade Marketing Investment</i>
QSR <i>Quick Service Restaurant</i>
CPG <i>Consumer Packaged Goods</i>

FINANCIAL & BUSINESS METRICS

RRP <i>Recommended Retail Price</i>	PWP <i>Purchase with Purchase</i>
COGS <i>Cost of Goods Sold</i>	NSV <i>Net Sales Value</i>
CPI <i>Cost Price Increased</i>	TCO <i>Total Cost of Ownership</i>
API <i>Average Price Index</i>	ROI <i>Return on Investment</i>
AUP <i>Average Unit Price</i>	P&L <i>Profit and Loss</i>
MRP <i>Maximum Retail Price</i>	KPI <i>Key Performance Indicator</i>
EDLP <i>Everyday Low Pricing</i>	

BUSINESS & PROCESS MANAGEMENT

FMCG <i>Fast-Moving Consumer Goods</i>	MAT <i>Moving Annual Total</i>	SL <i>Service Level</i>
SKU <i>Stock Keeping Unit</i>	YTD <i>Year to Date</i>	EPCG <i>Export Promotion Capital Goods</i>
EAN <i>European Article Number</i>	YTG <i>Year to Go</i>	RTM <i>Route to Market</i>
POS <i>Point of Sale</i>	BPS <i>Basis Points</i>	
EPOS <i>Electronic Point Of Sale</i>	LFL <i>Like For Like</i>	
NPD <i>New Product Development</i>	ROS <i>Rate of Sale</i>	
CSR <i>Corporate Social Responsibility</i>	CWD <i>Category Weighted Distribution</i>	
GTIN <i>Global Trade Item Number</i>	ACV <i>All Commodity Value</i>	
RSV <i>Retail Sales Value</i>	YOY <i>Year on Year</i>	



PRODUCT DEV. & INNOVATION

R&D <i>Research & Development</i>	NPD <i>New Product Development</i>
---	--

INVENTORY & SUPPLY CHAIN MANAGEMENT

3PL <i>Third Party Logistics</i>	S&OP <i>Sales & Operations Planning</i>	ATP <i>Available to Promise</i>
4PL <i>Fourth Party Logistic</i>	DMS <i>Distribution Management System</i>	TAT <i>Turnaround Time</i>
MOQ <i>Minimum Order Quantity</i>	LSP <i>Logistics Service Provider</i>	
FIFO <i>First In, First Out</i>	WMS <i>Warehouse Management System</i>	
LIFO <i>Last In, First Out</i>	OTIF <i>On Time In Full</i>	