



# MARS: A method for defining products and linking barcodes of item relaunches

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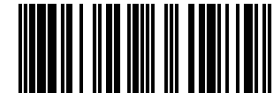
# Outline

- MARS: A new approach to product definition
- Illustration of the method (Excel)



# Transaction data

Variables	Values
Year + week	201502
GTIN (barcode)	5410013119500
GTIN description	SPA REINE
Package size	1
Package volume	1 L
Item group code	343
Item group description	Water uncarbonated
Sales value (expenditure)	71,000
Sales quantity	100,000



# GTIN and product variables/attributes

Variables	Values
Year + week	201502
GTIN (barcode)	5410013119500
GTIN description (contains brand name)	SPA REINE
Package size	1
Package volume	1 L
Item group code	343
Item group description	Water uncarbonated
Sales value (expenditure)	71,000
Sales quantity	100,000



# GTINs as products: The 'relaunch' problem

OLD



GTIN: 3600521740767

Elvive shampoo 2-in-1 multivitamine  
Volume: 250 ML  
Price week 38, 2011: € 3,18  
Price week 39, 2011: € 2,00

↑  
Clearance price



NEW

GTIN: 3600522004998

Elvive shampoo 2-in-1 multivitamine  
Volume: 250 ML  
Not yet sold  
First price, week 39, 2011: € 3,98

↑  
Price after reintroduction


# An intermediate “product” level is needed







How to select these?


# Product definition: MARS balances two factors





Stable assortments  $\Rightarrow$  GTINs



	Homogeneity	Continuity
Tight		
Broad		

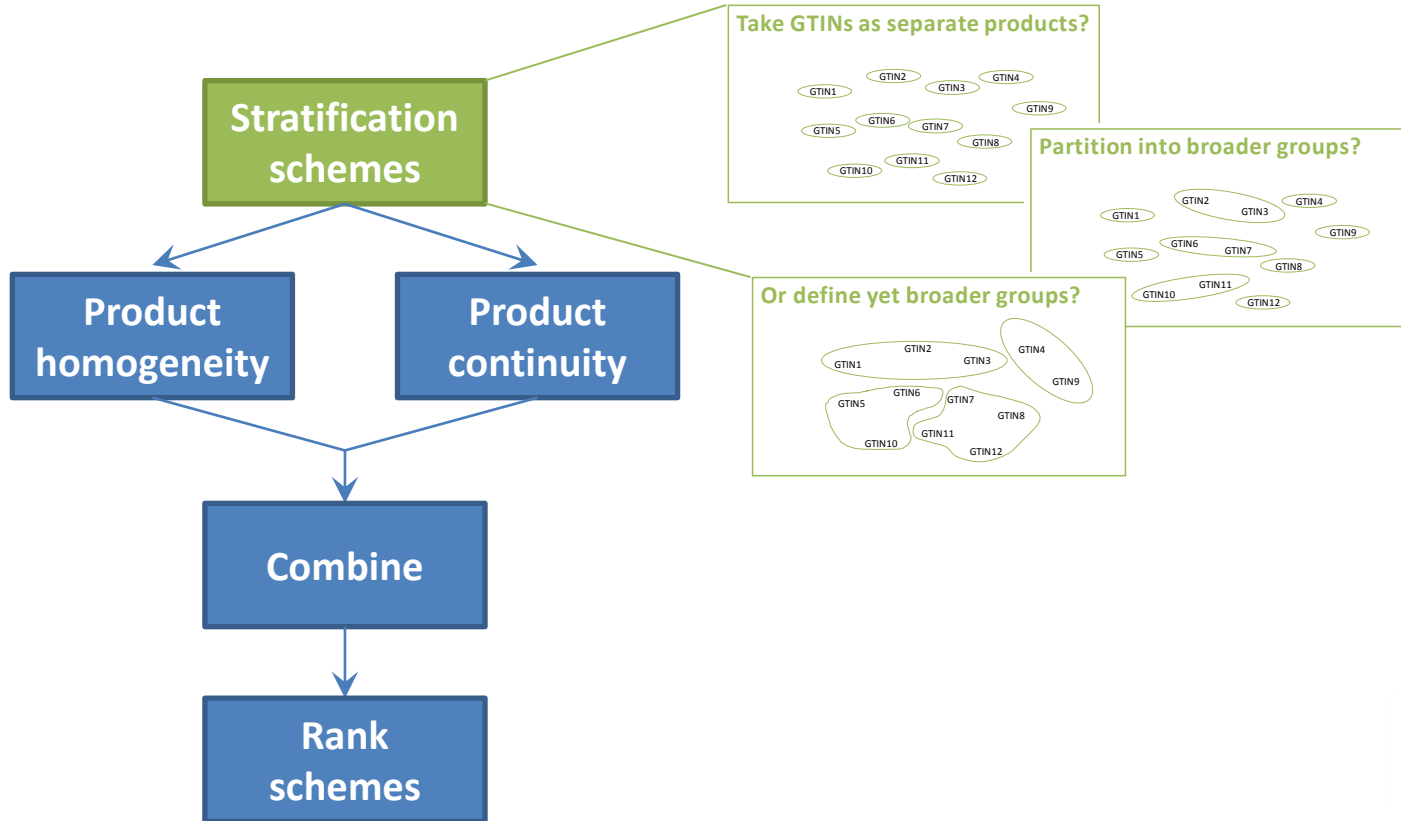
Dynamic assortments: ?



	Homogeneity	Continuity
Tight		
Broad		



# Flow chart of MARS





# Demo

- Example 1: [MARS-QU Bread.xlsx](#)
- Example 2: [MARS-QU HairCare.xlsx](#)

