**Product Range Diversification Toolkit for Convenience Stores**

**A practical workbook to help you plan, launch, and track new categories—attracting more customers, boosting sales, and building content for your business or blog.**

**1. Diversification Planning Worksheet**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| New Category/Product Idea | Is it Related/Unrelated? | Target Customer Segment | Source/Supplier | Test Quantity | Launch Date | Notes |
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**2. Customer Needs & Trends Research Log**

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| --- | --- | --- |
| Method (Data/Feedback/Trends) | Insights Learned | Product Ideas to Test |
| Sales reports |  |  |
| Customer feedback |  |  |
| Local/online trend spotting |  |  |

**3. Supplier & Partnership Tracker**

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| --- | --- | --- | --- | --- | --- |
| Supplier/Wholesaler | Products Offered | Delivery Terms | Trial/Discount? | Contact Info | Notes |
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**4. Product Range Display Map Template**

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| --- | --- | --- | --- | --- |
| Shelf/Display Area | Featured New Category/Item | Signage/Promo Used | Initial Sales Results | Adjustments Needed |
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**5. Promotional Campaign Checklist**

* Announce new items with in-store signage and endcaps
* Post on social media about new and unique offerings
* Offer sample days or in-store tastings for new product launches
* Create limited-time offers to encourage trial
* Collect and share customer testimonials about new products

**6. Performance Tracking Table**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Product/Category | Week 1 Sales | Week 2 Sales | Week 3 Sales | Repeat Buyers (%) | Keep/Drop? | Comments |
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**7. Customer Testimonial/Case Study Template**

**Customer Name:**

**Product Tried:**

**Feedback/Quote:**

**Would You Recommend to Others? (Yes/No):**

**Photo (Optional):**

**8. Reflection & Next Steps**

* What new categories/products performed best?
* Which partnerships delivered the most value?
* What will you adjust for the next launch?
* What did you learn about your customer base?