

# Retail Shelf Planner

## EASY TO USE AND AFFORDABLE SOFTWARE FOR RETAIL SHELF PLANNING.

Are you maximising the full potential of your category retail shelf space?



- Retail Shelf Planner allows you to virtually recreate the fixture and product display across different retail trade channels.
- Easily make regular updates or modifications.
- Save and exchange planograms with other systems (.PLN, PSA, XML).



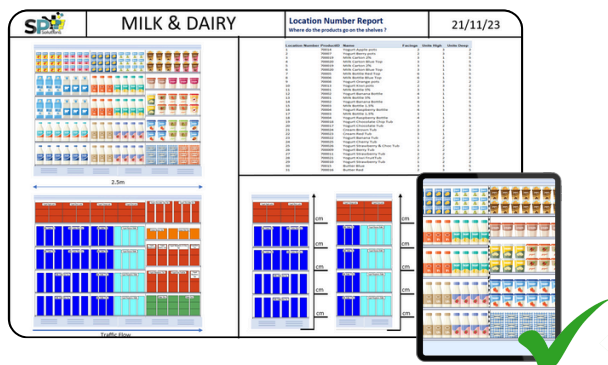
- Importing essential performance data allows users to conduct comprehensive analysis and identify key areas for improvement.
- Evaluate the financial aspects of sales targets and profitability to gain valuable insights.
- Create informative reports on performance and distribute them to relevant stakeholders for effective communication and decision-making.



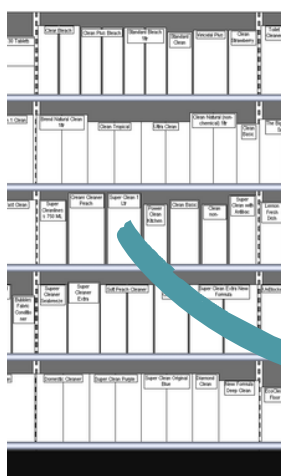
- Enhance in-store shelf compliance by effectively communicating your shelf strategy, resulting in improved availability and reduced out of stocks.



### IN-STORE COMPLIANCE



### BUILD



### VISUALISE



### ANALYSE



Greatly enhance the overall customer shopping experience.

## CONTACT US



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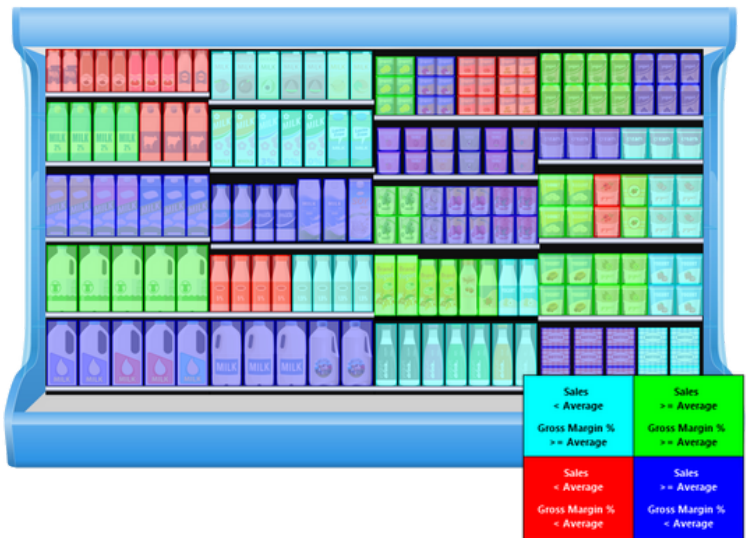
## Build and Maintain

- Recreate the fixture and product presentation virtually.
- Calculate a 3-dimensional model of space utilisation.
- User-friendly interface for modifying product information, assortment, and shelf placement.
- Effortlessly update or make changes on a regular basis.
- Replicate the in-store environment across various trade channels.
- Used across trade channels such as Grocery/Food, Convenience, Drug and Pharma, Airports, Pet and Accessories, DIY, Office supplies, Toys, Perfumeries, Garden Centres and many others.



## Analyse and Report

- Import key performance data from Microsoft Excel spreadsheets or centralised databases like Microsoft SQL using Merchandising Center.
- Complete analysis by highlighting top/bottom, under/overstocked, quadrant, group, hot/cold, and characteristic.
- Conduct financial evaluation by comparing projected vs target sales on sales and profit.
- Generate reports for performance, shelf reset, and execution compliance.
- Share analysis with relevant stakeholders.



## Improving the customer shopping experience

- Planograms are essential for retailers and manufacturers adopting a consumer-centric approach.
- Efficiently design and present product assortment strategy to meet consumer needs.
- Software inventory management calculates shelf units to meet customer demand and minimise out of stocks.
- Planograms serve as a communication tool for the store, enhancing compliance with the store's strategy.
- Performance data used for analysis remains relevant with the help of planograms.



## Central Database - Merchandising Center

- Our centralised Microsoft SQL Server database will hold all your information on:
  - Products
  - Planograms
- Integrate closely with other internal IT-systems and processes to exchange data.



## Import/Export File Formats

- All our solutions import and export data through industry standard supported formats.
- We support Microsoft Excel for import/export and provide templates for set-up, refresh of data or reporting.
- We also support custom fields for additional facts, characteristics.
- We output to presentation formats Microsoft Powerpoint and Adobe PDF or other PDF installed apps.

