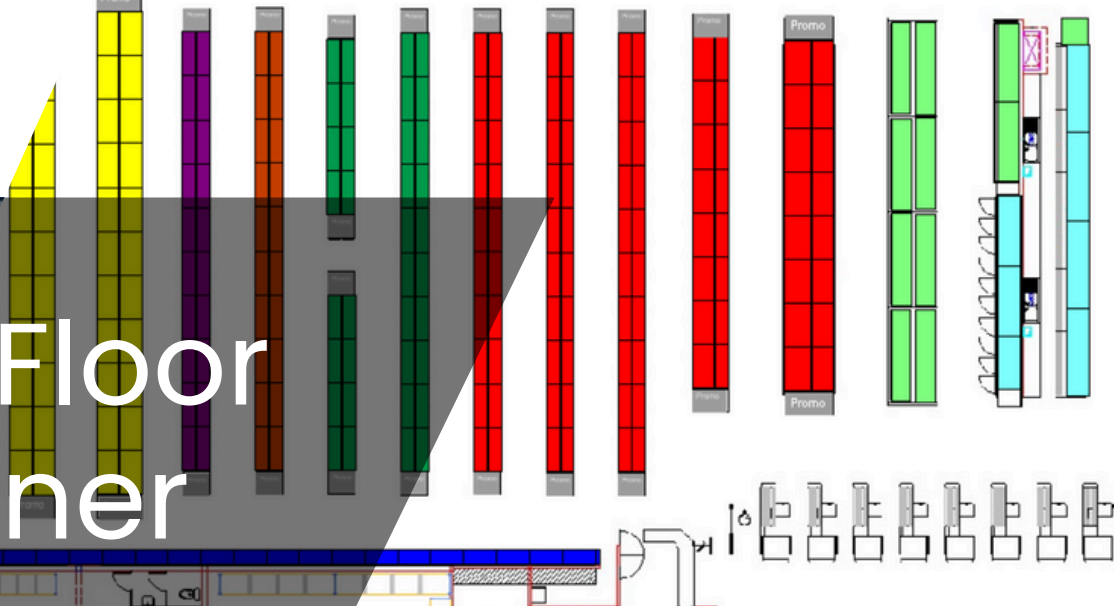




Retail Floor Planner



EASY TO USE AND AFFORDABLE SOFTWARE FOR RETAIL FLOOR PLANNING.

How well is your store's macro space performing?



- Retail Floor Planner enables a user to create store layouts by using an existing CAD drawing or image.
- If these are not available, users can create any store to scale using the applications build feature.
- Updates or changes can be made on a daily, weekly, or monthly basis.



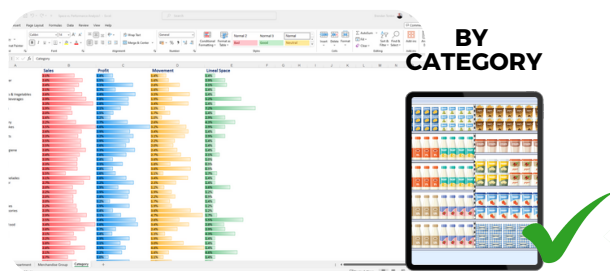
- Analysing the data helps identify areas of high and low performance in the store and how best to optimise the store layout.
- With the solution, users can generate evidence-based proposals by utilising what-if simulations.
- New store layouts, refits, or aisle improvements can be supported through targeted changes at the total store, department, or fixture level.



- Adjusting category space based on shopper demand improves product choice and on-shelf availability
- Utilising Retail Floor Planning software enhances the customer shopping experience and maintains a competitive edge.



STORE PERFORMANCE



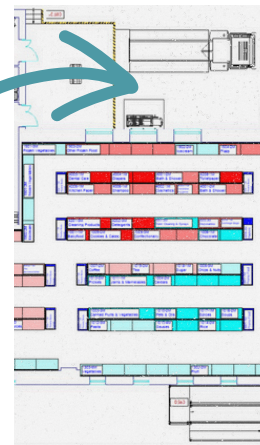
CAD DRAWING



BUILD



ANALYSE



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Build and Maintain

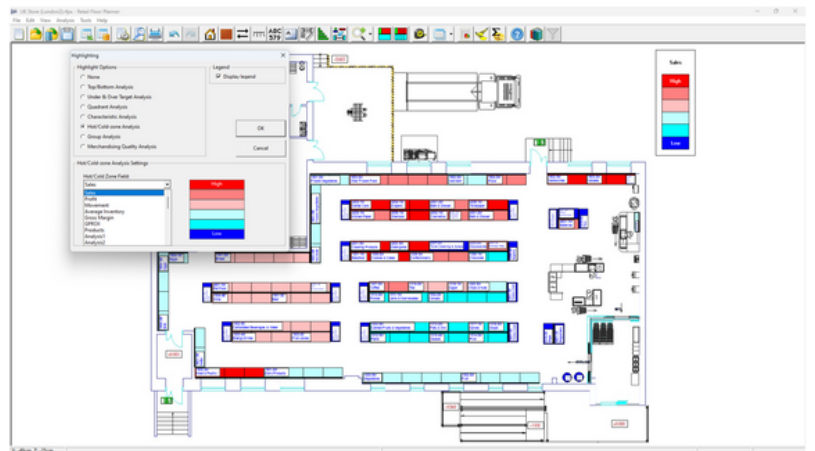
- Create a store layout using an image or AutoCAD drawing.
- Using the Floor Planner fixture library lay down the relevant fixture types to size and scale in the store.
- Then assign the category planograms to their respective locations.
- Retail Floor Planner will highlight if there are any discrepancies in size of planograms to fixtures.
- Easily update or make changes on a daily, weekly, or monthly basis.



Working with data



- 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.
- Once planograms are applied the data is rolled up to enable store analysis covering a wide range of performance/space metrics.
- Note, if you don't have planograms or don't planogram some categories the solution can just apply the data to the total space allocated.



Central Database - Merchandising Center

- Our centralised Microsoft SQL Server database is an **optional** solution and will hold all your information on:
 - **Products**
 - **Planograms**
 - **Store Plans**
- This provides a workflow and life-cycle to managing products, planograms and store layouts centrally.
- As centralised changes are approved and made all store data is updated automatically.
- Reporting on store performance or comparing two stores can be generated centrally through the database.
- Integrate closely with other internal IT-systems and processes to exchange data.



Analyse and Report

- The solution offers what-ifs simulations for evidence-based proposal creation.
- Simulations are user-friendly and impactful
- Unit or sales data can be used to analyse store performance.
- Sales data can identify areas of high and low activity.
- Sales data can help optimise store layout and assess signage placement.



EXAMPLES

