

Retail Floor Planner

OPTIMAL RESULTS WITH A BALANCED STORE-LAYOUT



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FLOORPLANS AS A COMMERCIAL TOOL

Traditionally, floorplans, or store-layouts, are driven by technical and operational departments, leaving the commercial aspects and the consumer almost as an afterthought.

Not any longer! **Retail Floor Planner** provides the missing link between architects, formula managers and category managers, bringing technical constraints, operational objectives, chain image, overall commercial strategy and category-level strategies together in a single place. Allowing you to proactively manage all of these in the ultimate come-together of Category Management and operations.

By combining all of these elements of remodeling an existing or opening a new store in one central point, you can:

- ✓ Improve financial results by allocating the right location and space to all categories
- ✓ Reduce down-time during a store-remodeling, or open a new store quicker
- ✓ Increase efficiencies in planning, ordering and processing the required fixturing materials
- ✓ Ensure your chain image is consistently reflected in the layout of your stores
- ✓ Offer consumers a better shopping experience through a logical store-layout and category adjacencies

TAILORED TO YOUR NEEDS

Retail Floor Planner has been developed knowing that not every company and person is the same. It is therefore for example possible to switch between English, French, German, Italian and Dutch. In addition, you can choose from different versions, each with a specific combination of functionality and price, so that a solution is available for every budget:

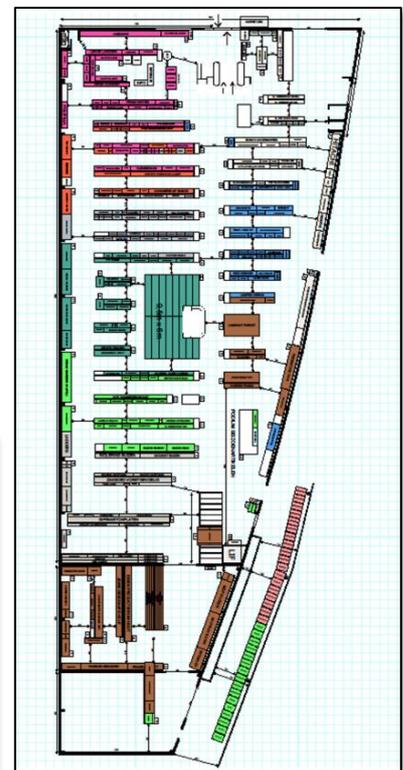
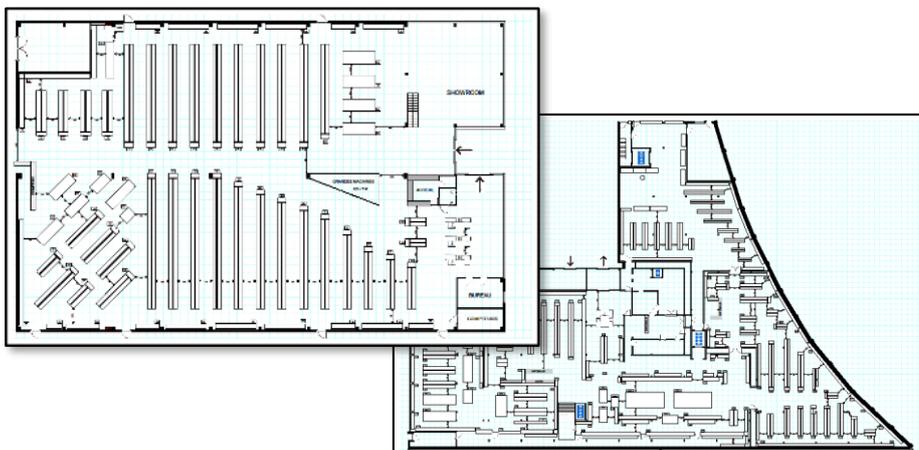
- ✓ **Enterprise-edition**, for users who want to further optimize the financial performance with “what-if” analyses
- ✓ **Analyst-edition**, for users who can’t make changes, but just need to analyze and report on the performance

By concentrating on the most important functionality and leaving out all these features that you’d be using hardly ever or never at all, we’ve ensured that **Retail Floor Planner** is very easy to use. The logic setup and the approachable documentation that is available through the website allow everybody to create floorplans quickly and efficiently. Even if that’s only a small and infrequent task in your overall responsibilities.

SIMULATE REALITY FOR BETTER RESULTS

Retail Floor Planner allows you to replicate reality in a simple and quick way. Physical constraints like walls and pillars are quickly defined. Next follow the merchandisable areas like wall bays, gondolas, freezers, etc. Optionally you can use a technical drawing from an application such as an AutoCAD as the background.

Next, you’ll be placing all categories in their locations, assigning them the space they need, and is available in the aisles.





MAKE INFORMED DECISIONS

The visual floorplan will already provide insights in the share of space per category, merchandise group or department. These shares can then be compared with general market shares or reference stores, and differences be used as the basis for commercial discussions and proposals. In addition, detailed reports can be generated on required fixturing components so that an efficient costing and ordering process can be executed, avoiding delays due to missing equipment, or waste due to unnecessary inventory of shelves, pegs, etc.

When financial performance data is available, **Retail Floor Planner** can support the development of a fact-based proposal through powerful, yet easy-to-use what-if simulations:

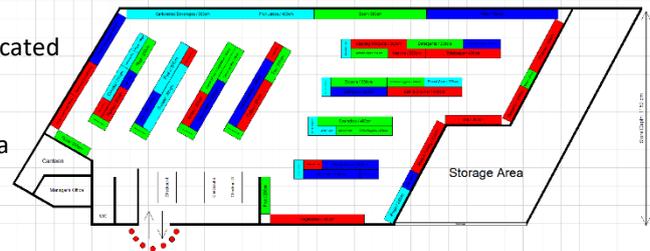
- ✓ Insights can be gained quickly by comparing actual results like sales or profits versus budget or e.g. last year
- ✓ Unit sales data can be used to identify hot and cold spots in the store, informing you where staff should focus on sufficient shelf inventory, and where things like layout and signage have to be reviewed
- ✓ Measures like Sales or Profit per linear/areal space can be used to reconsider space allocation to categories

This way it's possible to maximize the return on your valuable floor space, while at the same time increasing the satisfaction of the consumers shopping in your store.

ANALYZE AND REPORT

Retail Floor Planner offers powerful, yet easy to use analysis features. With visual analyses you review the store-layout in different color-schemes to see:

- ✓ Where the best and worst performing categories are located
- ✓ How categories perform looking at margin and volume
- ✓ Which products potentially should be replaced
- ✓ How categories perform versus budget, previous year, a reference store, etc.



Scope of Evaluation		Current Evaluation		
Total Assortment		Description:		
Food	Chilled			
	Drinks			
	Beer			
	Softdrinks			
	Fruit Juices			
	Wine			
	Fresh			
	Bread			
	Fruit			
	Vegetables			
	Frozen			
	Grocery			
	Promotion			
	Non-Food			
	Health & Beautycare			
	Household			
	Cleaning Products			
	Detergents			
	Disposables			
	Garbage Bags			
	Kitchen Paper			

	Previous	Current	Target
Sales	€1,438,184.90	€33,122.50	€36,047.80
Profit	€287,025.10	€6,750.40	€6,785.50
Movement	1689342	20977	20743
Gross Margin %	26.0%	20.4%	18.8%
UPP/100	212.1	1.9	2.1
Average Inventory	€115,806.70	€3,430.70	€3,226.50
Products	69.36	196	159
Allocated Sections	57	1	
Unallocated Sections	0	0	

Note: Unallocated Merchandise Sections are excluded from the analysis.

Compare With:

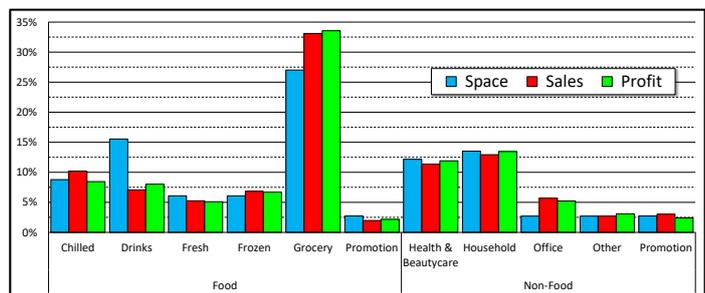
- Previous Evaluation
- Selected Evaluation

Through a dynamic scorecard you can quickly drill up and down the business hierarchy and look at key performance indicators for categories, merchandise groups or departments.

Using the various capabilities, you can identify the optimal situation within the physical and commercial boundaries you're dealing with.

For further analysis and communication of the results with reports and charts you'll find a seamless link with Microsoft Excel.

This link allows you to create professional reports and analyses with a single mouse-click, using the standard templates, or additional ones tailored to your specific requirements



LINK WITH OTHER SYSTEMS AND PROCESSES

Retail Floor Planner offers flexible possibilities to add additional data to your planograms with the ability to import data from an Excel spreadsheet. This data can come from your internal IT-systems (e.g. ERP or financial), a market research company, or a combination of all of those.

Last, but not least, it is also possible to store planograms in a relational database when an even closer integration with your internal systems and processes is required. See the **Retail Merchandising Center** brochure for more details.



Global Retail Business Solutions is a Belgium based company with 25 years of experience in data analysis, Category Management, assortment-, floor- and space-planning. Our software and services are delivered directly and through partners to clients around the globe.

In those 25 years we have worked with hundreds of local and international retailers and suppliers in Food and Non-Food, guiding them in the implementation and successful use of specific software applications supporting their sales, marketing, buying and merchandising departments.

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