

# Retail Shelf Planner

BUDGET- AND USER-FRIENDLY PLANOGRAM SOFTWARE



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### PLANOGRAMS AS A COMMERCIAL TOOL

Many successes have been achieved by using planograms as part of Trade Marketing and account management activities. However, for years this was only available for large, wealthy companies.

Not any longer! Now a powerful, yet affordable solution exists, allowing companies with smaller budgets and less commercial staff to enter the game as well. With **Retail Shelf Planner** everybody can take advantage from the following benefits:

- ✓ More influence on the assortment carried and allocation of space
- ✓ A shelf layout that stimulates the consumers' buying behavior
- ✓ Higher sales and improved customer-satisfaction through reduction of out-of-stocks
- ✓ Quick and cost effective "reality-check" when developing new product packaging
- ✓ Increased success with product introductions
- ✓ Improved relationships with trading partners
- ✓ More insights in your performance versus your competitors

### TAILORED TO YOUR NEEDS

**Retail Shelf 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 two different versions, each with a specific combination of functionality and price, so that a solution is available for every budget:

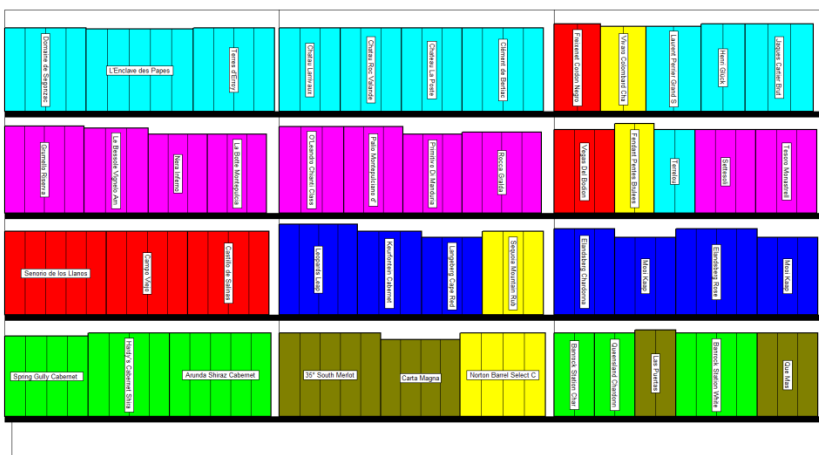
- ✓ **Express-edition**, for users who want to create, view and print professional visual shelf layout proposals
- ✓ **Enterprise-edition**, for users who want to further optimize the financial performance with "what-if" analyses

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 Shelf Planner** is very easy to use. The logic setup and the approachable documentation that is available through the website allow everybody to create planograms quickly and efficiently. Even if that's only a small and infrequent task in your overall responsibilities.

### SIMULATE REALITY FOR BETTER RESULTS

**Retail Shelf Planner** replicates reality in a simple and quick way. Schematic or photo-realistic replications of shelf- and hang-presentations are displayed on your screen, so that your commercial vision, knowledge of the category and insights in the consumer can easily be translated in a shelf layout.

This merchandising vision and resulting planograms are the basics for using planograms in your commercial activities. It's possible to achieve good results with a visually supported commercial vision, even if you don't have access to detailed information about revenue and margins of all products in the category.





## MAKE INFORMED DECISIONS

The visual planogram will already provide insights in the share of space, facings or unit inventory per segment, supplier or brand. These shares can then be compared with general market shares and differences be used as the basis for commercial discussions and proposals.

When more detailed information is available, **Retail Shelf Planner** can support the development of a financially-based proposal through powerful what-if simulations:

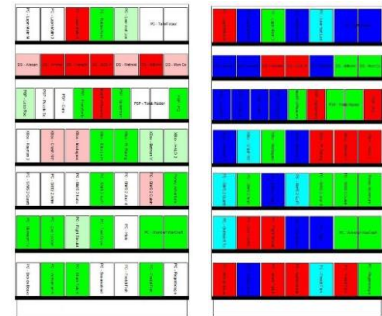
- ✓ With sales-data and replenishment info, a balance can be found between consumer demand and shelf-inventory leading to higher sales through reduced out-of-stocks and potentially lower inventory costs
- ✓ Take market trends into consideration to build future oriented plans and proposals
- ✓ Use margins to optimize the ROI of the category and available shelf space

This way it's possible to further deepen and professionalize the usage of planograms over time. Step by step, with increasing availability of data and improving relationships with trading partners.

## ANALYZE AND REPORT

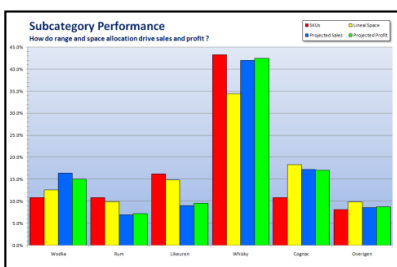
**Retail Shelf Planner** offers powerful, yet easy to use analysis features. With visual analyses you review the planogram in different color-schemes to see:

- ✓ Where the best and worst performing products are located
- ✓ If shelf inventory is in balance with consumer demand
- ✓ How products perform between margin and volume
- ✓ Which products potentially should be replaced



Through a dynamic scorecard, insights from the visual analyses are easily translated into the financial consequences of the chosen shelf layout. To which extend will you be missing sales (and thus profits) because of out-of-stocks? How much capital has been invested in inventory? What is the average margin, ROI and stock turns? Etc.

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



Subcategory Performance		Projected				
Performance, Shares & KPI's by Subcategory		Sales	Profit	Units	Avg. Inventory	Lineal Space
WHISKY	16	€7,305.50	€1,496.23	182.0	260.2	597.9 cm
VODKA	4	€2,794.02	€519.32	92.5	104.4	244.3 cm
BRANDY	4	€2,581.53	€515.64	52.2	31.4	172.3 cm
GIN	3	€1,609.92	€332.20	61.0	54.9	157.5 cm
LIQUEUR	6	€1,457.70	€314.31	48.9	49.1	152.9 cm
RUM	4	€1,197.58	€251.99	47.1	82.8	175.1 cm
	<b>37</b>	<b>€16,946.25</b>	<b>€3,429.68</b>	<b>483.8</b>	<b>582.7</b>	<b>1500.0 cm</b>

## LINK WITH OTHER SYSTEMS AND PROCESSES

**Retail Shelf 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, straight from the retailer you're doing a project with, or a combination of all of those.

Exchange of information with companies that use other space planning software can be done with **Retail Shelf Planner's** ability to open and save planograms in the pln-, psa-, and xml-formats. 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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