



# Planogram consultancy services

## Optimisation of retail shelf space

### About planogram consultancy services

Our planogram service provides suppliers and retailers with planogram schematics that display products on shelves, based on their relative performance within the category. The most successful planograms are those based on proven merchandising principles, well thought out range and correct space allocation. Such planograms help achieve your category management objectives.

Working closely with our clients we offer skilled consultants with expertise in building planograms, which reflect market demand and are aesthetically pleasing; making them easy to shop. Defining clear objectives and working in a collaborative way is therefore essential and we understand how to gain the correct information; having the knowledge and experience of software technology, data, category range and merchandising.

### Manufacturers & supplier planograms

For manufacturers, suppliers and brokers we provide justification for change within the category, helping to increase listings of your brands. With your new listings, our range management approach protects brands from being delisted and can track the performance of key lines during their retail journey.

Using insights generated by our category management services, we help you build powerful presentations, which include space vs. sales and gap analysis, to understand missed opportunities in the current range and store distribution. Using financial comparisons between existing planograms and new optimised planograms and range, our consultants can identify increased sales both for the retailer and supplier.

### Retailer & wholesaler planograms

For retailers we offer a planogram service that utilises sales data along with inventory requirements to ensure correct days of supply. Our planograms help reduce wastage and out of stocks, hold the correct range and fit the in store space. Using our automated planogramming software we can produce cluster specific planograms which cater for stores of similar sizes and demographics or consumer centric planograms which are tailored to satisfy local consumer demands.

### Case study soft drinks planograms

Our client had a short time period and limited resources for creating 51 soft drinks planograms with detailed analysis, in time to implement their new range of products, into the bar area within their restaurants. A space vs. sales analysis was required for each planogram, to ensure the correct space was allocated to each brand.

Our planogram consultant worked with the "Drinks Proposition Manager" to discuss the project scope. Once the merchandising principles were defined we built planograms for various fridge and wine displays and merchandised them whilst analysing the space using MSA planogram software.

All planograms used product images and were saved to standard PDF format and implemented by the relevant restaurants.

To discuss your planogram requirements contact our retail consultancy team today....

### Benefits of planogram consultancy

- Create fixtures and assign products on shelf
- Build planograms with product images and point of sale
- Assigned selling potential to every inch of retail space
- Build presentations with 3D views using product images
- Create consistent look and feel across all store displays
- Optimise product range and space performance
- Performance analysis using graphs and reports
- Share plans in a common planogram format
- Compare product distribution across multiple store
- Satisfying customers with a better visual appeal
- Tighter inventory control and reduction of out-of-stocks
- Effective communication tool for merchandisers

## Our consultants recommend the following software

-  MSA Planograms
-  MSAX Planogram Automation
-  ATPRO Range Assortment
-  SPD Store Planning

### Retail Smart partnership with Nexium

Retail Smart partners with Nexium Customer Solutions as a software distributor. Nexium are a young and dynamic company created with the aim of providing the very best service and most competitive range of software and consultancy solutions for Shopper Marketing and Sales Intelligence, in order to facilitate strategic decision planning, tactical implementation, focused on results.



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