

ProductPlanner

Linking assortment and space for category growth

Getting your assortment right is not just about growing category sales by 3-5%, it's a powerful tactic to attract new customers, expand basket size, improve profitability and manage inventory, but it takes time, a variety of data and the right tools.

Find the answers in a volume of performance, consumer and in-store space data

There is an abundance of information about local markets, consumer demographics, shopping behaviour, and sales performance available to you. All of it is designed to help you answer the question of how best to meet strategic objectives for your categories.

Before you can arrive at the answers, you could spend hours, days or even weeks sifting through the data. Or, you could use **ProductPlanner** to integrate all the information into one project and then spend your time identifying the opportunities for attracting and retaining customers.

Start with a review of your current mix including defining your consumer decision tree, such as pack size, flavour and brand or type and price.

ProductPlanner makes it easy to drill up and down or even change your product hierarchy on the fly, so you can find new patterns in the data.

Identify opportunities to meet your strategic objectives

Consolidating all of the data in one place makes it easy to share your insights with sponsors and analyse your assortment at any level of the product hierarchy.

Assortment strategies can be defined and applied at any level of the product class and tailored to meet your category objectives.

The new "auto-adjust" option in **ProductPlanner** allows you to automate assortment "what-if" scenarios based on your various strategies. Scenarios simulate the impact on the category or segment and can be saved or restored to determine the best product mix.



Efficient assortment:

- Integrates and refreshes multiple data sources
- Create custom product hierarchies on the fly
- Automated assortment recommendations based on custom strategies
- Saves and restores assortment scenarios
- Updates planograms directly for faster execution
- Compatible with most space management tools

Strategy Name	Attribute Name	Target Percent
Sales > 80%	Sales Market	80.00%
Develop - 90%	Sales Market	90.00%
Sales > 80%	Sales Market	80.00%
Delete All Retailer	Retailer Sales	0.00%
Marginal Benefit >	Sales Market	80.00%
Nature - 70%	Sales Market	70.00%
Squeeze - 50%	Sales Market	50.00%
Nature - 70%	Sales Market	70.00%

Refresh your assortment projects and update planograms directly

Realise efficiency gains from integration with other merchandising processes

Seamless integration with planograms means that your assortment changes can be applied directly to your planograms.

Instead of spending time communicating detailed instructions for space planners, you send them an actual draft of the planogram with your assortment changes built in.

Consistent analysis for continual growth

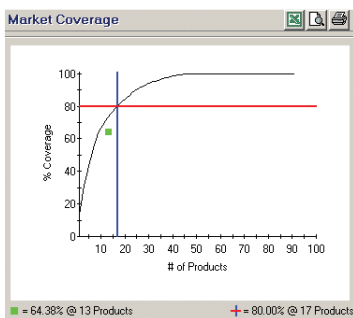
ProductPlanner projects can be easily updated with fresh data so that you may conduct category reviews at regular intervals.

Because projects do not change in any other respect, your category reviews use consistent performance measures and strategies.

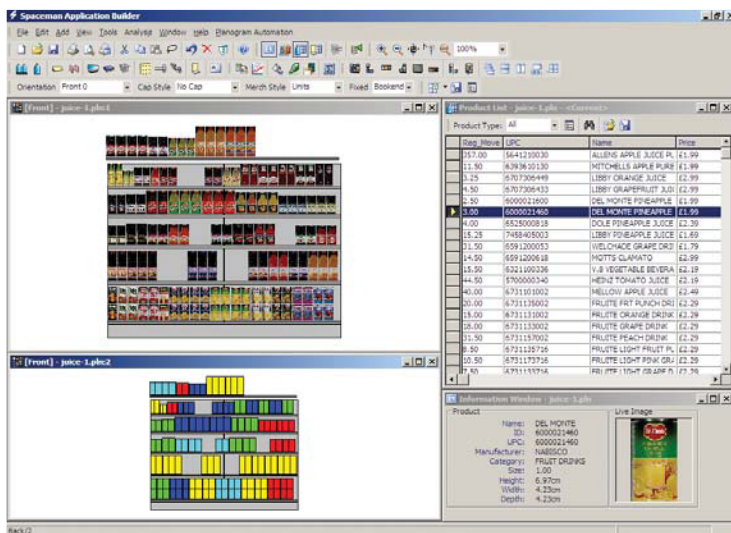
Regular adjustments become more efficient, so you can focus on ways to better meet consumer demand, optimise the use of shelf space, and increase profit.

Basic steps:

- Integrate & refresh your data sources
- Consumer decision tree
- Define & apply strategies
- Adjust your assortment
- Run your scenarios
- Direct planogram update
- Re-merchandise & execute



Name	Original	Proposed	Change	Change Percent	Current % Original Volume
Total	\$1,162,800	\$1,275,750	\$112,950	9.71%	\$1,162,800
Revenue	1,162,800	1,275,750	112,950	9.71%	1,162,800
Equipment Volume	2,325,600	2,551,500	225,900	9.71%	2,325,600
Profit	\$1,365,240	\$1,488,150	\$122,910	8.99%	\$1,365,240
Current Weighted Average	38,911	41,261	2,350	6.04%	38,911
Current Per Cap	\$17,536	\$18,520	\$984	5.61%	\$17,536
Proposed Per Cap	38,34	40,21	1,87	4.90%	38,34
Current Volume Per Cap	\$19,128	\$20,21	\$1,08	5.65%	\$19,128
Proposed Volume Per Cap	\$20,30	\$21,44	\$1,14	5.61%	\$20,30
Current Number of Substitutions	11	11	0	0%	11
Proposed Number of Substitutions	11	11	0	0%	11
Current of Sales	38,478	41,411	2,933	7.62%	38,478
Current of Revenue	38,128	41,185	3,057	7.99%	38,128
Current of Equipment Volume	76,256	82,822	6,566	8.61%	76,256
Current of Profit	16,962	18,185	1,223	7.21%	16,962



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