



StorePlanner

An easy, fact based approach to store level merchandising

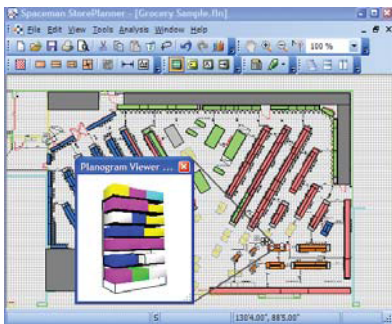
Time-poor and choice-rich shoppers have split their traditional shopping occasions into multiple trips across various retail formats. Have your stores got the right layout and space allocations to meet their needs?

No longer can you rely purely on "intuition" or a "copy-paste" approach to floor planning

Savvy retailers understand this and are focusing on store level solutions to gain the competitive edge. New stores, refurbishments, banner changes, demand clustering, expanding assortments, seasonal layouts and adjusting category adjacencies are all viable tactics.

StorePlanner makes the process of building, designing and evaluating profitable and effective layouts easy.

Using AutoCAD drawings for increased accuracy and realism, Spaceman® planograms can be mapped to floor plans, bringing in vital performance data to support decisions.



Business focused Excel reports can easily be distributed to decision makers and sponsors for analysis and validation.

Level	% of Store	% of Department	% of Sales	Level	% of Store	% of Department	% of Sales	Level	% of Store	% of Department	% of Sales
TOTAL STORE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Beverage	48.4%	100.0%	27.8%	\$27,486.56	100.0%	20.2%	25.2%	\$1,859.96			
Confectionery	28.0%	100.0%	18.7%	\$12,234.41	100.0%	10.7%	15.2%	\$1,191.22			
Snack Candy	1.0%	100.0%	0.7%	\$4,784.08	100.0%	0.4%	0.7%	\$595.48			
Blue Candy Variety	3.0%	100.0%	1.7%	\$430.25	100.0%	0.3%	0.5%	\$46.75			
Blue Chips	4.0%	100.0%	2.2%	\$254.52	100.0%	0.2%	0.3%	\$34.54			
Chocolate	8.0%	100.0%	4.7%	\$1,310.78	100.0%	0.8%	1.0%	\$171.27			
Cookies	1.0%	100.0%	0.5%	\$69.84	100.0%	0.0%	0.1%	\$10.59			
Candies	7.0%	100.0%	3.5%	\$366.29	100.0%	0.3%	0.4%	\$75.54			
City Fresh	4.0%	100.0%	2.2%	\$89.80	100.0%	0.0%	0.1%	\$13.59			
Fibre Lay Endcap	4.0%	100.0%	2.2%	\$44.82	100.0%	0.0%	0.1%	\$69.01			
Gumballs	7.0%	100.0%	3.5%	\$127.20	100.0%	0.0%	0.1%	\$48.05			
GreenWhite	7.0%	100.0%	3.5%	\$997.14	100.0%	7.6%	1.0%	\$164.86			
Map Candy	7.0%	100.0%	3.5%	\$174.50	100.0%	0.0%	0.2%	\$38.59			
Map Candy	7.0%	100.0%	3.5%	\$442.15	100.0%	3.4%	0.5%	\$113.78			
Map Candy	7.0%	100.0%	3.5%	\$442.15	100.0%	3.4%	0.5%	\$113.78			



Better decisions in a fraction of the time

With annual turnover of 13.5 billion and 6.2 million customers a week, a leading supermarket chain wanted to maximise its "shoppable" floor space.

StorePlanner made it possible for the team to quickly build accurate plans from AutoCAD® drawings and import the planogram information.

The results were impressive. Aisles were added to the plan and more space was given to stressed categories, thereby minimising out of stocks.

The time taken for one person to fully analyse a store was reduced from two weeks to two days.

Designed by floor planners:

- 100% ready out-of-the-box with one day training
- Build & evaluate profitable layouts in less time
- Synchronise floor plans with your planograms
- Validate decisions with powerful and flexible highlighting
- Share results in Microsoft® Office Excel® via a relevant report deck

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