

DID YOU KNOW.... For all planogram releases, our goal is to release the most shopper led ranges & layouts in market whilst ensuring we maximise Retailer profitability. We strive to achieve the following -

Case+ Stock on Hand

- Ideal Target: 1.2 cases on show
- Min Target: 1 case on show
- Exceptions are made for smaller layouts where we will merchandise 10% of the total range under a case. These are typically slower selling niche lines or General Merchandise items with large case packs.

Private Label Positioning

- In the majority of cases Black & Gold Private Label is a position adjacent to entry level brand in the category.
- Community Co & other key Private Label brands are positioned adjacent to the relative market leader within the category.

DTS Space

- We utilise Store Level Scan Data to ensure that Direct to Store (DTS) share of space is allocated based on their total performance within the category.
- DTS Space is positioned on the right-hand side of the layout. When we know the direct lines, we aim to position them within the relevant sub-category of the section.

Sales Data

- We don't use Warehouse Withdrawals - Planograms are compiled using the latest Store Level Scan Data by State over the last 13 or 26 weeks. (depending on the category)

Vendor Collaboration

- We partner with our Vendors to capture the latest Shopper Insights for the category, ensuring together we have a fully aligned and future proofed layout to drive growth of the category.
- We ensure our planograms are in line with the business strategies set out by the Trading Managers and are ultimately the best layouts for retailers and customers.
- Our Planograms are Shopper Lead, as such, Vendors do not pay for shelf space.

PLANOGRAM / LAYOUT CONSIDERATIONS

Customers shop categories differently, how a customer shops a particular category is critical when prioritising all these considerations.

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| ▪ Range Mix | ▪ Price Grouping |
| ▪ Range Capacity | ▪ Unit Sales (Volume Lines) |
| ▪ Private Label Positioning | ▪ Positioning Profit Lines |
| ▪ Segment (Type) Blocking | ▪ Stock Turns (Rotation) |
| ▪ Brand Blocking | ▪ Utilisation of Cubic Space |
| ▪ Size Blocking | ▪ Equalise Days of Supply |
| ▪ Vertical / Horizontal Display | ▪ Allocate facings to balance sell down of a category and reduce the chances of an out-of-stock occurring |
| ▪ Package Type Grouping | ▪ Adhere to Minimum Constraints |
| ▪ Poison / Safety Regulations | ▪ Overall Aesthetics and Customer Convenience |
| ▪ Colour / Label Breakup | |
| ▪ Shelf Configuration / Type | |
| ▪ Filling Method | |



Contact the RetailSpace team

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