

NEWSLETTER

February 2023

PLANOGRAMS (POGS)

Shelf Layouts (Planograms - POGs)

Planograms are a visual representation for displaying products on shelf to maximise sales.

Product Placement impacts purchase behaviour and Planograms allow us to strategically merchandise items on shelf in a way that reduces the risk of out of stocks and overstocks whilst maximising sales and profit.

Why Planograms are important

- 71% of customer purchasing decisions are made at the shelf (95% for Dairy/Freezer)
- A customer spends ~10 seconds shopping a category
- The average Shopping Trip is 22 Minutes!

Therefore

It is essential to get the right range of products in front of the right (group of) consumers in the right place at the right time. If you can't find the product, then Price, Promotions etc won't make a difference!

Once completing the above

Ensuring you have the right price, supports you being competitive in the market and giving your customers no need to shop anywhere else.

Merchandising Principles and Implementation Guidelines

For more information and tips, click below or see askROSS /RetailSpace & Planograms/About RetailSpace



Your Range and Space Solution

RETAILSPACE WEBSITE



SCAN ME

Visit our website to access:

- Current Planograms and obtain full range listings (including the 'Base Range' call outs)
- New & Deleted lines report for recent planogram releases



www.retailspace-aus.com/

CATEGORY REVIEW SCHEDULE (CRS)

Category Review Schedule (CRS), is the process used to manage and implement Range and Space changes (new & deleted lines) for Food, Non Food and Perishables categories. It lets you know when categories are being reviewed and when to expect Range changes ie. NEW planograms, which are planned to coincide with seasonal events and market activities.

FRESH CRS is coming, watch this space for updates in the next edition.

Benefits for you

- It provides all stakeholders a clear view of when to expect range and space changes
- Helps both Metcash, Suppliers and our retailers maximise our competitiveness

CATEGORY SNAPSHOT (CSS)

The Category Snapshot tool launched in 2022, is a two-page document that provides Category Insights at a glance. In just 5 minutes you will;

- Know the current market situation and the latest trends and growth drivers for the category
- Identify the opportunities to accelerate margins and increase GP%
- Discover the importance of implementing the planograms to align category flow and NPD with category insights shopper missions
- Understand new category opportunities to engage shoppers and increase basket size

Access to Category Snapshots, is available when you are registered for RetailSpace



FLOOR PLANNING OPPORTUNITY



In July 2022, we met with The Hastings Co-Op group and discussed our process & key opportunities for their store Sovereign Place (located in Port Macquarie NSW).

Utilising Retail Space's unique Category level Sales & Profit analytics for their Store we were able to identify opportunities to better optimise their existing floor space and increase their Sales & Profitability.

Our TARGETED process involves :

- Reviewing all items scanned in your store over the last 2 years.
- Highlighting Category SALES OPPORTUNITIES on your floor plan (via heat mapping), making this SIMPLER to identify over & under trading Categories.
- Our Footage allocation tool takes into account all item sales (including Directs), ensuring all Categories have their rightful share of space based on: PERFORMANCE, PROFITABILITY & GROWTH

"Once we agreed to move forward Wayne and Trevor worked quickly to map out the store in its current state and then came to us with a version with changes that they believed would offer the customer the right product and flow of the store. They listened to our feedback and local knowledge and made changes accordingly based on that. We spoke about our customer base and local products, also the need to have shelf layouts so we were able to utilise carton ready packaging and reduce labour costs." - Darren Partridge, Hastings Co-Op

We relayed Sovereign Place's entire Grocery flow and implemented our latest Shopper Lead Category Adjacencies & Strategies, ensuring the whole process was seamless with minimal impact to Shoppers. The store officially relaunched on the 24th October. Feedback from the store is that the Customers are loving the new flow & range in store and the staff are also finding it simpler to manage the store and keep their items on show.

If you are interested in finding out more or thinking about this process for your store/s don't hesitate to reach out to your State Project Manager, Area Manager or get in touch directly with Wayne Ryan, our Macro Space Manager



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CONTACT US

Contact the RetailSpace team today to discuss the opportunities for your store
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