

A major UK confectionary manufacturer gains additional shelf space and improved layout

Using a combination of named account data and MSA planogram software, our category management consultants helped a major UK confectionary manufacturer gain additional shelf space and improved layout in the confectionary category.

The challenge

The manufacturer in question, who planned to launch a completely new pack design, required assistance in producing a business case to change the layout of the confectionary fixture within a major retailer, which would incorporate its new style packs.

Project approach

The existing planogram was generated using MSA planogram software and with the use of sales data, our consultant was able to prove that the particular brand did not have the space it deserved, in its original form, compared to its sales. The competitor products that were over faced based on their sales were highlighted so the retailer could clearly identify areas for improvement.

Retailer acceptance

The submitted business case resulted in the retailer generating a completely new layout by adjusting the facings of the bagged confectionary section and adding new mini shelves to the middle of the fixture to make sure that the "new look" brand received a fairer percentage share of space in accordance with its sales (the original brand had previously sat below eye level, on a shelf below the hanging bagged confectionary).

The new layout was implemented in a set of trial stores, and the sales were tracked against stores of similar size which had the original layout.

Project results

The result was that sales for the "new look" product increased in both types of stores, however, the sales for those stores that implemented the new trail layout increased on average by 3% more than the stores that had the original layout.

Due to these results, the manufacturer and retailer came to the conclusion that both the new pack design and the new positioning had been successful.

The manufacturer went on to replicate the business case at other retailers, and the "new look" brand went on to be repositioned within a large part of the market place.





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.

