



Store planning consultancy services

Optimisation of retail store space

About store planning consultancy services

Retail Smart's proven store planning method ensures improved store performance, by assisting the management team in developing accurate, fully co-ordinated store layouts.

Our solution delivers high impact reports to perform cross-category and cross-store analysis. Powerful space verses sales analysis is performed, using sales and profit data combined with departmental and category space allocations. These reports and analysis enable the accurate re-allocating of space during the re-planning process, optimising category and store profits and sales.

Furthermore; store comparison reports help identify both high and low performing stores critical to maximising selling space. In addition, we can model a number of "what if" scenarios, comparing the impact of various stores, category or department layouts, enabling you to then deploy the best option.

Evaluate store performance

Understanding how each section of the store or category performs is essential to evaluating the performance of the store as a whole. Hotspot analysis displays an instant view of category performance, by way of colour highlights. By combining performance data for each category (e.g. sales value, sales volume and profit), an "Assortment Weighted Index" (AWI) will be generated. This single "AWI" performance measure represents the contribution of each category to the overall store success.

Planograms linked to store

Planograms can be linked directly to the category space, for further in depth analysis by brand or even at product level. After the planogram review and update processes have been completed, the revised planograms and product data are automatically updated in the store plan.

3D store experience

The ability to produce dynamic 3D visualisations of the merchandised display helps in the overall decision-making process. This demonstrates the view that the consumer will experience, whilst browsing the optimised store layout.

Range & space planning software solution

During store planning projects our consultants use software called Store Plan Designer (SPD), a proven application for increasing retailer sales and profits, by optimising every inch of the sales floor space.

To discuss your store planning requirements, please contact one of our retail consultants today.....

Benefits of store planning consultancy

- Highlights under and over performing categories and departments
- Identifies space and sales opportunities and reallocates space within an aisle, department or the entire store
- Understands performance of stores and optimises consumer offering for increased profits
- Ability to model a number of "what if" scenarios and then to help deploy the best option
- Report and compare stores performance before and after changes
- Captures and maintains accurate space for categories and drills down to planograms for further in depth analysis
- Utilises AutoCAD files, images or drawings to map the floor space

Our consultants recommend the following software

-  SPD Store Planning
-  MSA Planograms
-  MSAX Planogram Automation
-  ATPRO Range Assortment

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.



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