

Retail Floor Planner

OPTIMAL RESULTS WITH A BALANCED STORE-LAYOUT



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FLOORPLANS AS A COMMERCIAL TOOL

Traditionally, floorplans, or store-layouts, are driven by technical and operational departments, leaving the commercial aspects and the consumer almost as an afterthought.

Not any longer! **Retail Floor Planner** provides the missing link between architects, formula managers and category managers, bringing technical constraints, operational objectives, chain image, overall commercial strategy and category-level strategies together in a single place. Allowing you to proactively manage all of these in the ultimate come-together of Category Management and operations.

By combining all of these elements of remodeling an existing or opening a new store in one central point, you can:

- ✓ Improve financial results by allocating the right location and space to all categories
- ✓ Reduce down-time during a store-remodeling, or open a new store quicker
- ✓ Increase efficiencies in planning, ordering and processing the required fixturing materials
- ✓ Ensure your chain image is consistently reflected in the layout of your stores
- ✓ Offer consumers a better shopping experience through a logical store-layout and category adjacencies

TAILORED TO YOUR NEEDS

Retail Floor Planner has been developed knowing that not every company and person is the same. It is therefore for example possible to switch between English, French, German, Italian and Dutch. In addition, you can choose from different versions, each with a specific combination of functionality and price, so that a solution is available for every budget:

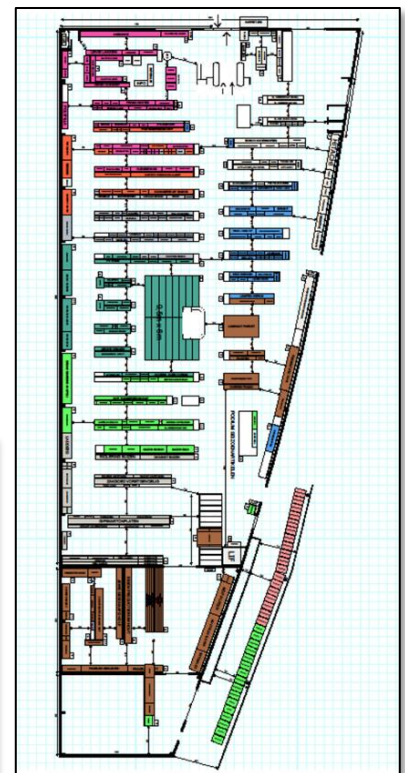
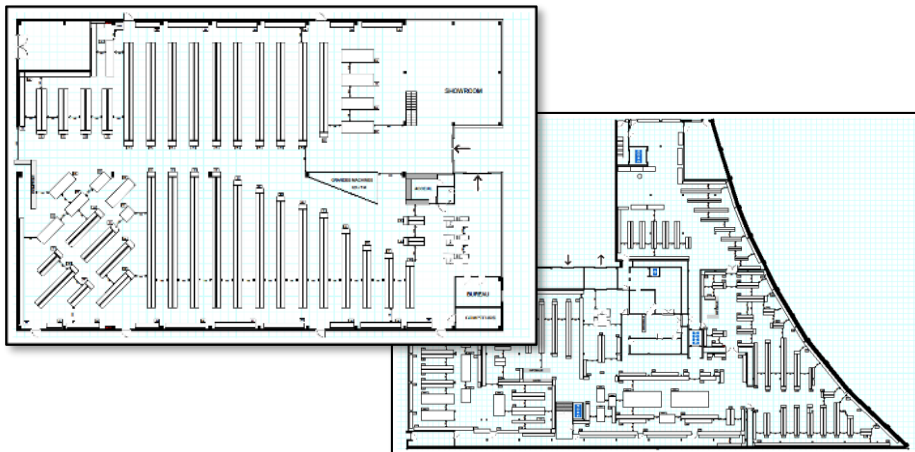
- ✓ **Enterprise-edition**, for users who want to further optimize the financial performance with “what-if” analyses
- ✓ **Analyst-edition**, for users who can’t make changes, but just need to analyze and report on the performance

By concentrating on the most important functionality and leaving out all these features that you’d be using hardly ever or never at all, we’ve ensured that **Retail Floor Planner** is very easy to use. The logic setup and the approachable documentation that is available through the website allow everybody to create floorplans quickly and efficiently. Even if that’s only a small and infrequent task in your overall responsibilities.

SIMULATE REALITY FOR BETTER RESULTS

Retail Floor Planner allows you to replicate reality in a simple and quick way. Physical constraints like walls and pillars are quickly defined. Next follow the merchandisable areas like wall bays, gondolas, freezers, etc. Optionally you can use a technical drawing from an application such as an AutoCAD as the background.

Next, you’ll be placing all categories in their locations, assigning them the space they need, and is available in the aisles.





MAKE INFORMED DECISIONS

The visual floorplan will already provide insights in the share of space per category, merchandise group or department. These shares can then be compared with general market shares or reference stores, and differences be used as the basis for commercial discussions and proposals. In addition, detailed reports can be generated on required fixturing components so that an efficient costing and ordering process can be executed, avoiding delays due to missing equipment, or waste due to unnecessary inventory of shelves, pegs, etc.

When financial performance data is available, **Retail Floor Planner** can support the development of a fact-based proposal through powerful, yet easy-to-use what-if simulations:

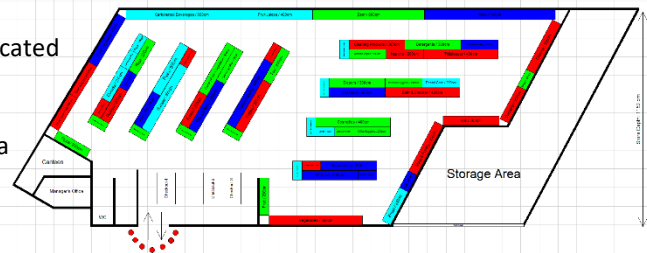
- ✓ Insights can be gained quickly by comparing actual results like sales or profits versus budget or e.g. last year
- ✓ Unit sales data can be used to identify hot and cold spots in the store, informing you where staff should focus on sufficient shelf inventory, and where things like layout and signage have to be reviewed
- ✓ Measures like Sales or Profit per linear/areal space can be used to reconsider space allocation to categories

This way it's possible to maximize the return on your valuable floor space, while at the same time increasing the satisfaction of the consumers shopping in your store.

ANALYZE AND REPORT

Retail Floor Planner offers powerful, yet easy to use analysis features. With visual analyses you review the store-layout in different color-schemes to see:

- ✓ Where the best and worst performing categories are located
- ✓ How categories perform looking at margin and volume
- ✓ Which products potentially should be replaced
- ✓ How categories perform versus budget, previous year, a reference store, etc.



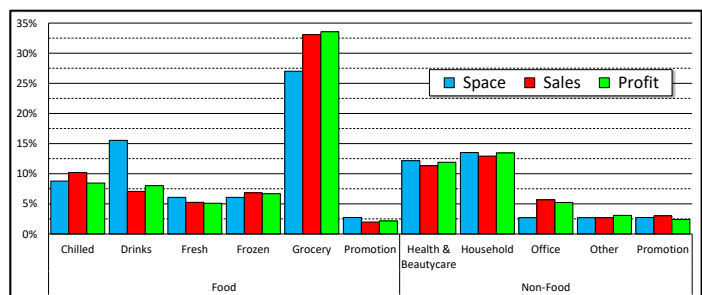
Scope of Evaluation		Current Evaluation		
Total Assortment		Previous	Current	Target
Food	Chilled	€1,438,184.90	€33,122.50	€36,047.50
	Drinks	€287,025.10	€6,750.40	€6,795.50
	Wine	1689342	20977	20743
	Fresh	26.0%	20.4%	18.8%
	Bread	212.1	1.9	2.1
	Fruit	€115,806.70	€3,430.70	€3,226.50
	Vegetables	69.36	196	159
	Frozen	57	1	
	Grocery			
	Unallocated Sections	0		

Through a dynamic scorecard you can quickly drill up and down the business hierarchy and look at key performance indicators for categories, merchandise groups or departments.

Using the various capabilities, you can identify the optimal situation within the physical and commercial boundaries you're dealing with.

For further analysis and communication of the results with reports and charts you'll find a seamless link with Microsoft Excel.

This link allows you to create professional reports and analyses with a single mouse-click, using the standard templates, or additional ones tailored to your specific requirements



LINK WITH OTHER SYSTEMS AND PROCESSES

Retail Floor Planner offers flexible possibilities to add additional data to your planograms with the ability to import data from an Excel spreadsheet. This data can come from your internal IT-systems (e.g. ERP or financial), a market research company, or a combination of all of those.

Last, but not least, it is also possible to store planograms in a relational database when an even closer integration with your internal systems and processes is required. See the **Retail Merchandising Center** brochure for more details.



Global Retail Business Solutions is a Belgium based company with 25 years of experience in data analysis, Category Management, assortment-, floor- and space-planning. Our software and services are delivered directly and through partners to clients around the globe.

In those 25 years we have worked with hundreds of local and international retailers and suppliers in Food and Non-Food, guiding them in the implementation and successful use of specific software applications supporting their sales, marketing, buying and merchandising departments.

Global Headquarters

Global Retail Business Solutions
Grez-Doiceau (Belgium)
+32-479-290.351
erwin@retailfloorplanner.com

Sweden/Norway/Denmark

Retail Business Partner Nordic
Vaxholm (Sweden)
+46-70-553.2610
marina@retailfloorplanner.com

Italy

GRBS Italia
Milan
+39-335-748.3903
salvatore@retailfloorplanner.com

Malaysia/Singapore/Indonesia

Intrack Market Services
Petaling Jaya (Malaysia)
+60-3-7491.0681
ck@retailfloorplanner.com

United States

CRS Consulting
Philadelphia
+1-215-327.0490
dennis@retailfloorplanner.com

Brazil

Figueira Costa Consultoria Empresarial
Florianópolis
+353-868-333.119
raphael@retailfloorplanner.com

Netherlands

GRBS NL
Hoofddorp
+31-637-198.183
fu@retailfloorplanner.com

Finland

Tilatehdas
Helsinki
+358-50-300.4525
heini@retailfloorplanner.com

Ireland

ShelfStock
Dublin
+353-868-333.119
gerry@retailfloorplanner.com

South-Korea

RMD Solution
Seoul
+82-70-4210.2200
suhyun.kim@retailfloorplanner.com

Canada

Solutions ASO
Montreal (Quebec)
+1-514-919.8978
jp@retailfloorplanner.com

Costa Rica & Central America

RETAILATAM / Gravitas Cons. Network
San José (Costa Rica)
+506-8837.9286
jorge@retailfloorplanner.com

Belgium & France

GRBS Belgium
Grez-Doiceau (Belgium)
+32-488-145.084
stef@retailfloorplanner.com

Latvia/Estonia/Lithuania

Catman.lv
Riga (Latvia)
+371-26-551.835
andrejs@retailfloorplanner.com

Pakistan

Point Retail
Lahore
+92-346-786.0101
rashid@retailfloorplanner.com

Thailand & Rest of Asia

MIAdvisory
Bangkok (Thailand)
+66-2-634.5498
randy@retailfloorplanner.com

Canada

Northern Trade Works
Edmonton
+1-587-987.0910
aaron@retailfloorplanner.com

Chile & Rest of South America

RETAILATAM
Santiago (Chile)
+56-9-7378.5279
daniel@retailfloorplanner.com



<https://retailfloorplanner.com>

