

ProductPlanner

Linking assortment and space for category growth

Getting your assortment right is not just about growing category sales by 3-5%, it's a powerful tactic to attract new customers, expand basket size, improve profitability and manage inventory but it takes time, a variety of data and the right tools.



Find the answers in a volume of performance, consumer and in-store space data

There is an abundance of information about local markets, consumer demographics, shopping behaviour, and sales performance available to you. All of it is designed to help you answer the question of how best to meet strategic objectives for your categories.

Before you can arrive at the answers, you could spend hours, days or even weeks sifting through the data. Or, you could use **ProductPlanner** to integrate all the information into one project and then spend your time identifying the opportunities for attracting and retaining customers.

Start with a review of your current mix including defining your consumer decision tree such as pack size, flavor and brand or type and price.

ProductPlanner makes it easy to drill up and down or even change your product hierarchy on the fly so you can find new patterns in the data.

Identify opportunities to meet *your* strategic objectives

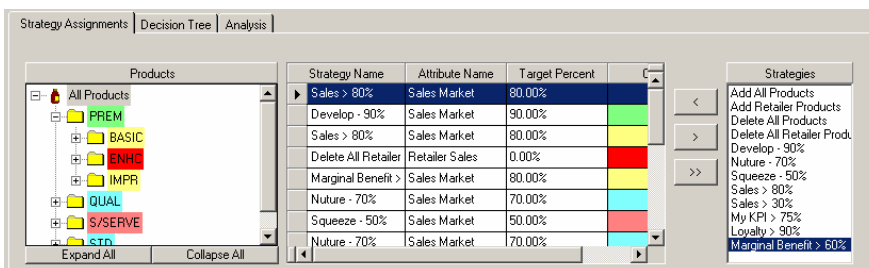
Consolidating all of the data in one place makes it easy to share your insights with sponsors and analyze your assortment at any level of the product hierarchy.

Assortment strategies can be defined and applied at any level of the product class and tailored to meet your category objectives.

The new 'auto-adjust' option in **ProductPlanner** allows you to automate assortment "what-if" scenario's based on your various strategies. Scenario's simulate the impact on the category or segment and can be saved or restored to determine the best product mix.

Efficient assortment:

- Integrates and refreshes multiple data sources
- Create custom product hierarchies on the fly
- Automated assortment recommendations based on custom strategies
- Saves and restores assortment scenario's
- Updates planograms directly for faster execution
- Compatible with most space management tools

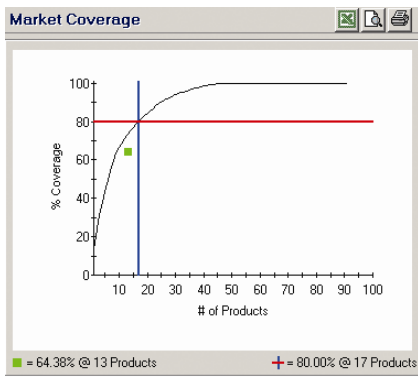


Refresh your assortment projects and update planograms directly

Realize efficiency gains from integration with other merchandising processes

Seamless integration with planograms means that your assortment changes can be applied directly to your planograms.

Instead of spending time communicating detailed instructions for space planners, you send them an actual draft of the planogram with your assortment changes built in.



Consistent analysis for continual growth

ProductPlanner projects can be easily updated with fresh data so that you may conduct category reviews at regular intervals.

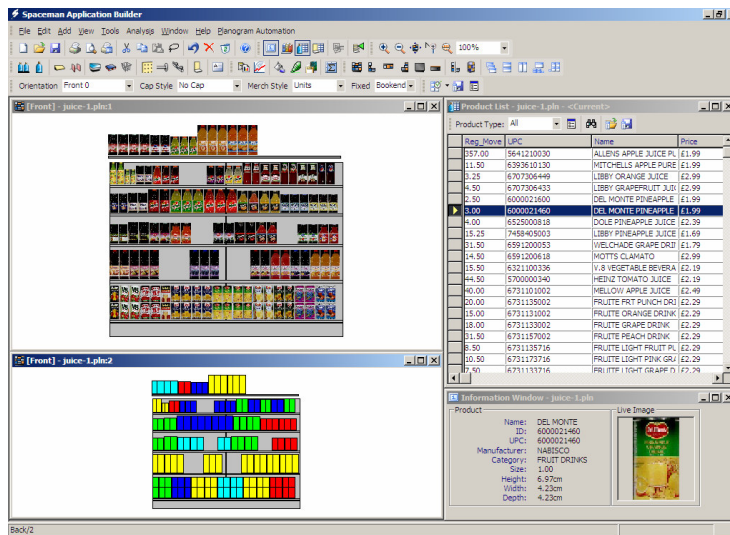
Because projects do not change in any other respect, your category reviews use consistent performance measures and strategies.

Regular adjustments become more efficient so you can focus on ways to better meet consumer demand, optimize the use of shelf space, and increase profit.

Configuration	Name	Original	Proposed	Change	Change Percent	Scenario 2	Original Scenario
Cost	60.00	600.00	241.00	600.00	100.00%	600.00	600.00
Movement	0.00	2,052.00	2,052.00	100.00%	2,039.70	1,459.90	
Equivalent Volume	0.00	0.00	0.00	0.00%	0.00	0.00	
Profit	60.00	43,391.50	43,391.50	100.00%	43,424.50	42,398.00	
Gross Margin Percent	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Cost Per Item	60.00	671.887	601.887	100.00%	600.00	648.607	
Movement Per Make	0.00	273.68	273.68	100.00%	265.58	256.12	
Equivalent Volume Per Make	0.00	0.00	0.00	0.00%	0.00	0.00	
Profit Per Make	60.00	4462.50	4462.50	100.00%	4447.00	4363.71	
Total Lineal Space	0.00	790.00	790.00	100.00%	785.00	570.00	
Number of Selected Items in Plan	0	60	60	100.00%	61	39	
Total Number of Selected Items	133	133	0	0.00%	110	133	
Average Inventory Cost	60.00	60.00	60.00	0.00%	60.00	60.00	
Change Sales	0.00%	100.00%	100.00%	100.00%	100.00%	100.00%	
Share of Movement	0.00%	100.00%	100.00%	100.00%	100.00%	100.00%	
Share of Equivalent Volume	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Share of Profit	0.00%	100.00%	100.00%	100.00%	100.00%	100.00%	
Share of Lineal Space	0.00%	100.00%	100.00%	100.00%	100.00%	100.00%	

Basic steps:

- Integrate and refresh your data sources
- Consumer decision tree
- Define & apply strategies
- Adjust your assortment
- Run your scenario's
- Direct planogram update
- Re-merchandise & execute



For more information, contact your Nielsen representative or visit www.nielsen.com.