

# StorePlanner

An easy, fact based approach to store level merchandising

Time-poor and choice-rich shoppers have split their traditional shopping occasions into multiple trips across various retail formats. Have your stores got the right layout and space allocations to meet their needs?

No longer can you rely purely on "intuition" or a "copy-paste" approach to floor planning

Savvy retailers understand this and are focusing on store level solutions to gain the competitive edge. New stores, refurbishments, banner changes, demand clustering, expanding assortments, seasonal layouts and adjusting category adjacencies are all viable tactics.

StorePlanner makes the process of building, designing and evaluating profitable and effective layouts easy.

Using AutoCAD drawings for increased accuracy and realism, Spaceman® planograms can be mapped to floor plans, bringing in vital performance data to support decisions.



Business focused Excel reports can easily be distributed to decision makers and sponsors for analysis and validation.

Store	Lineal	% of	% of	% of	Lineal	% of	% of	% of	Lineal	Space
	Space	Store	Store	Store	Space	Store	Store	Store	Space	Space
10000 STORE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10001	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10002	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10003	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10004	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10005	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10006	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10007	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10008	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10009	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10010	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10011	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10012	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10013	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10014	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10015	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10016	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10017	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10018	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10019	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10020	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10021	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10022	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10023	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10024	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10025	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10026	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10027	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10028	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
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10031	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10032	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10033	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
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10036	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
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10038	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
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10040	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10041	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10042	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10043	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
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10046	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10047	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10048	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10049	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10050	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Better decisions in a fraction of the time

With annual turnover of 13.5 billion and 6.2 million customers a week, a leading supermarket chain wanted to maximise its "shoppable" floor space.

StorePlanner made it possible for the team to quickly build accurate plans from AutoCAD drawings and import the planogram information.

The results were impressive. Aisles were added to the plan and more space was given to stressed categories, thereby minimising out of stocks.

The time taken for one person to fully analyse a store was reduced from two weeks to two days.



Designed by floor planners:

- 100% ready out-of-the-box with one day training
- Build & evaluate profitable layouts in less time
- Synchronise floor plans with your planograms
- Validate decisions with powerful and flexible highlighting
- Share results in Microsoft® Office Excel® via a relevant report deck

For more information, contact your Nielsen representative or visit [www.nielsen.com](http://www.nielsen.com).