



Merchandising Services

70% of consumer purchase decisions are made at shelf

In the retail world, a product's performance can be greatly affected by its position in store. No analysis or recommendation can be complete without understanding the total picture.

Merchandising Services

Nielsen's client service teams provide clients with many valuable insights everyday. However, the journey of a product is not complete until it is merchandised as part of a fact based layout.

Having the right space allocation for products and categories plays a critical role in its retail success. With retail shelf space becoming an increasingly valuable commodity, it has never been more important to ensure retail space is working at its maximum.

Web based solutions:

- SpacePlanner
- StorePlanner on the Web
- In-store compliance

Software solutions:

- Spaceman Suite
- ProductPlanner
- StorePlanner

Outsourcing:

- High volume planogramming
- Category reviews
- Department set-up

Assortment and space are inseparable category tactics – a change in one will have an immediate impact on the other. Nielsen Merchandising services can provide the tools and expertise to ensure you are managing your space and range to its full potential.

Services and capabilities

Nielsen Merchandising Services not only provide software solutions, we also offer a range of consulting services. These services are available to both existing and non-Nielsen clients.

With a number of space planning programmes available in the market, Merchandising Services has designed a flexible consulting offer. This approach ensures value-added insights irrespective of the software you are currently using.

Integrating Merchandising Services

Merchandising Services can offer solutions that can be integrated across a number of Nielsen services and data sources, including Retail Measurement, Customised Research and Analytic Consulting.

When tied together, these valuable insights are a powerful tool to drive growth and profit for both retailers and manufacturers.



Customised solutions

Our consultants will ensure the solution meets your unique requirements by connecting the critical components to deliver the required outcome.

Our solutions include:

- Business process enhancement
- Web-based distribution of planograms
- Data integration
- Customised reporting
- Space planning project management

Local service and support

Nielsen Merchandising Services is backed by a complete service and support network. From software training to practical workshops on best demonstrated practices, our team of dedicated and experienced professionals can help you solve the most complex of ranging and merchandising challenges.

For more information, contact your Nielsen representative, visit www.nielsen.com or email aamech.au@nielsen.com