



# MK 322 Retail Management

## Chapter 12: Merchandise Planograms Handouts

By Ajarn Suwalya K.

# What is a merchandising Planogram?

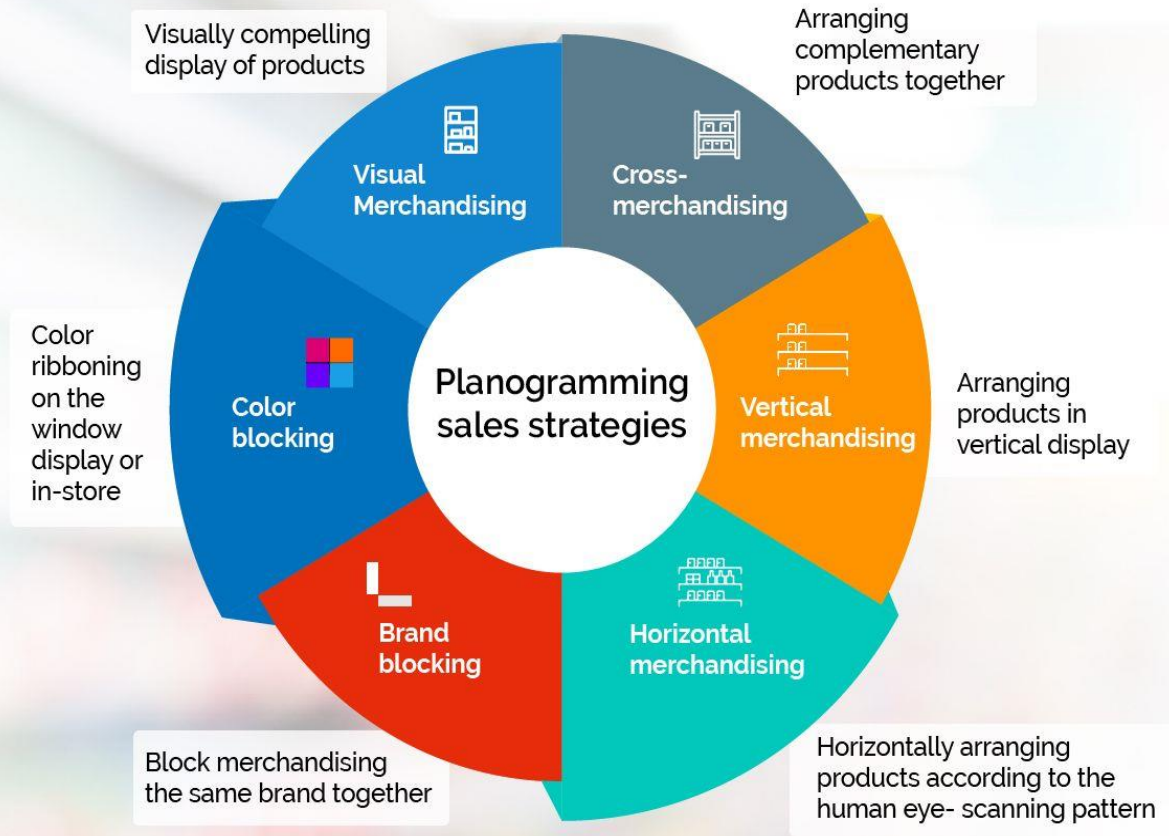
- The definition of a planogram is **a schematic tool retailers use to plan their store layout to maximize sales and customer experience.** Planograms place special attention on product placement and displays as well as point-of-sale



# What is a planogram strategy?

- Planogram (POG) merchandising is a strategy of using a visual plan, called a planogram, **to designate the placement of products on the shelves of a retail store in order to increase sales**

# A GUIDE TO PLANOGRAMMING SALES STRATEGIES



# Why are planograms Important?

Visual merchandising and space planning using planograms

- increases **visual appeal** of products and the store to customers,
- improves **inventory control**,
- streamlines **finding and replenishing products** for staff, and
- helps determine **how related products** should be merchandised near one another

## Data Analytics

Exactly shows how each product is performing at each store level.



## Visual Merchandising

Retail visual merchandising is about creating an enjoyable shopping experience for the shoppers.



## Why should retailers use planograms?

## Centralized store layout

Planograms helps to have centralized and consistent layouts across stores.



## Stock Maintenance

Planograms give a data-driven visual representation that helps to plan out stock replenishment practices accurately.

## Excess Inventory

Planograms helps to make better sales forecast.

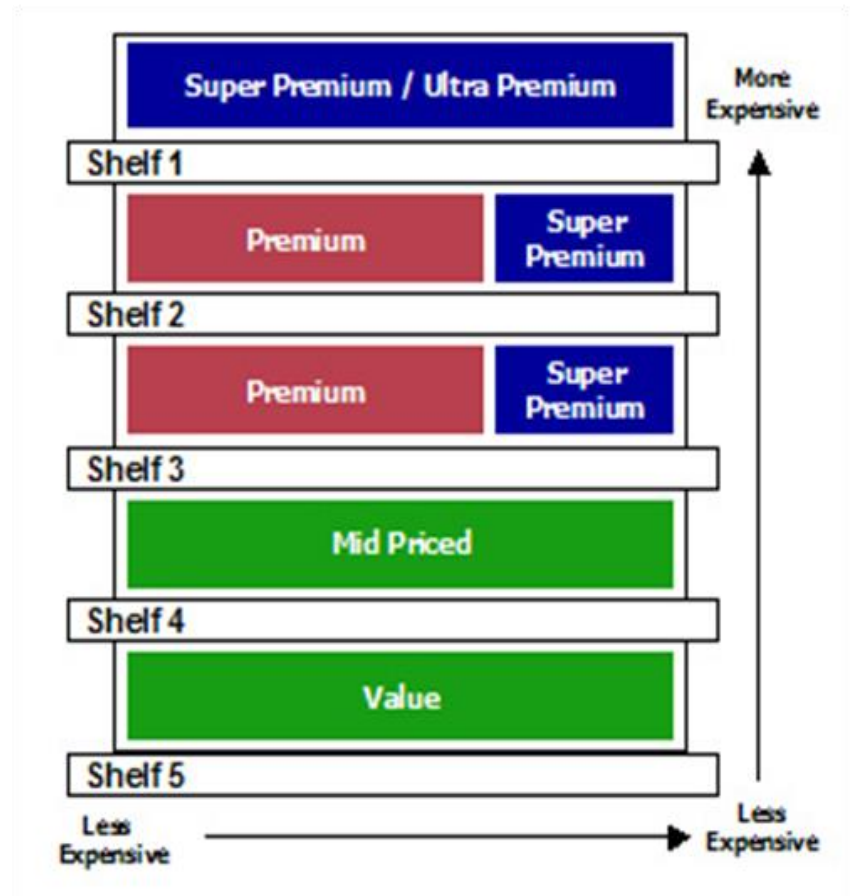


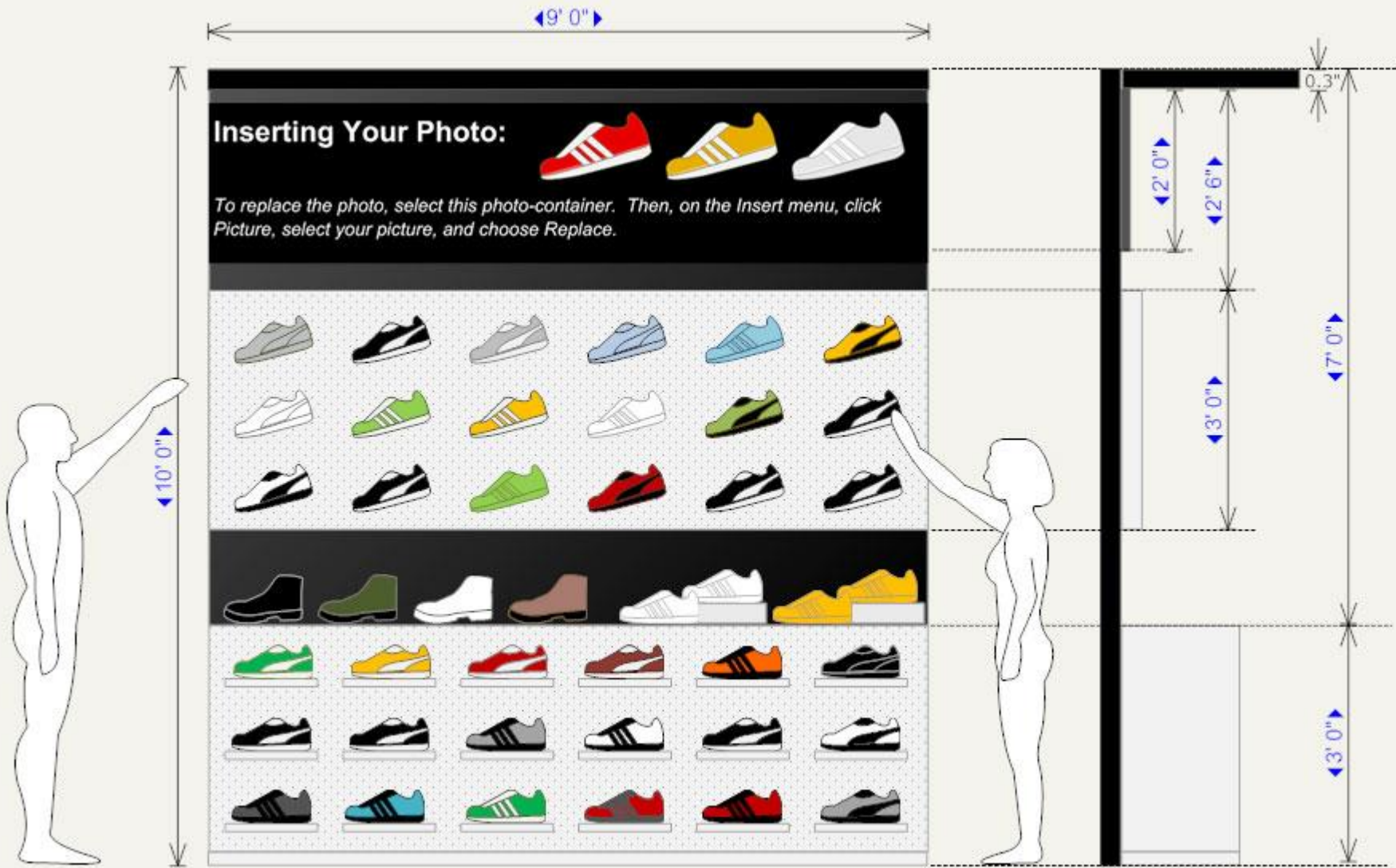
**Nexgen**

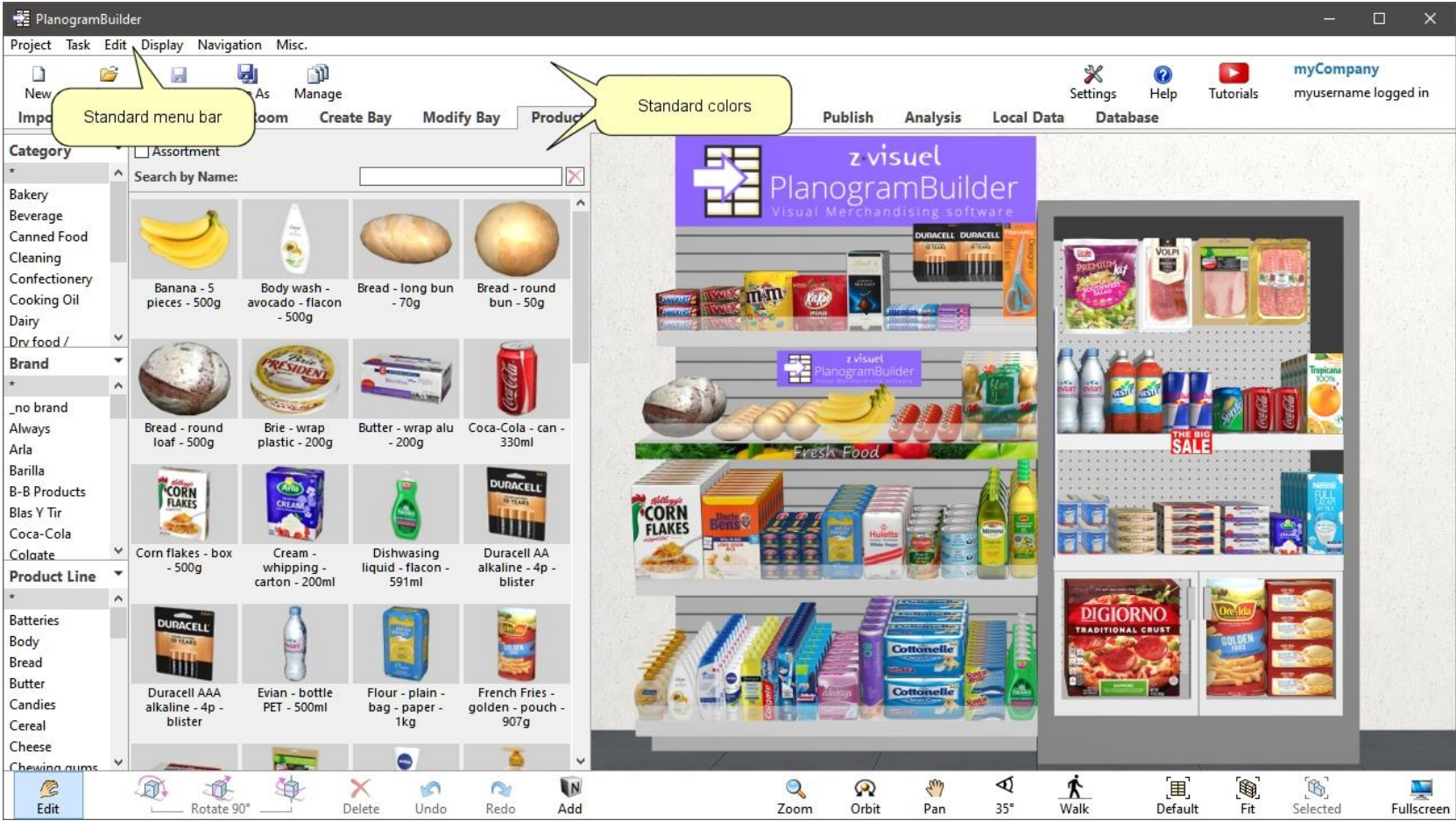
***Try Nexgen POG Now!***

# How to create a planogram

- Measure each of your fixtures. Depth and width of each shelf or rack section. ...
- Decide exactly where to put each item. Don't just place products anywhere. ...
- Draw your planogram. Whatever format you choose, remember that someone else will probably be using the planogram to stock and maintain displays.







# The Merchandising Planogram

Examples in various product categories







Savers

in full bloom

COFFEE CRAVE & Save

FLAVO

Filled Egg Assortment

STREASAME  
JAWBROK NEW  
SOFT VANILLUM

YUMMY STUFF  
SMILEY FACE  
GUMMA

FINEST WATER  
FIJI  
EARTH'S FINEST WATER





PLANOGRAM (4ft. Section) Diamond Ripstop





*in* Details  
Production House





**BOURJOIS**  
PARIS

**SAVE  
£2**

**Bourjois**  
Selected Bourjois  
Makeup



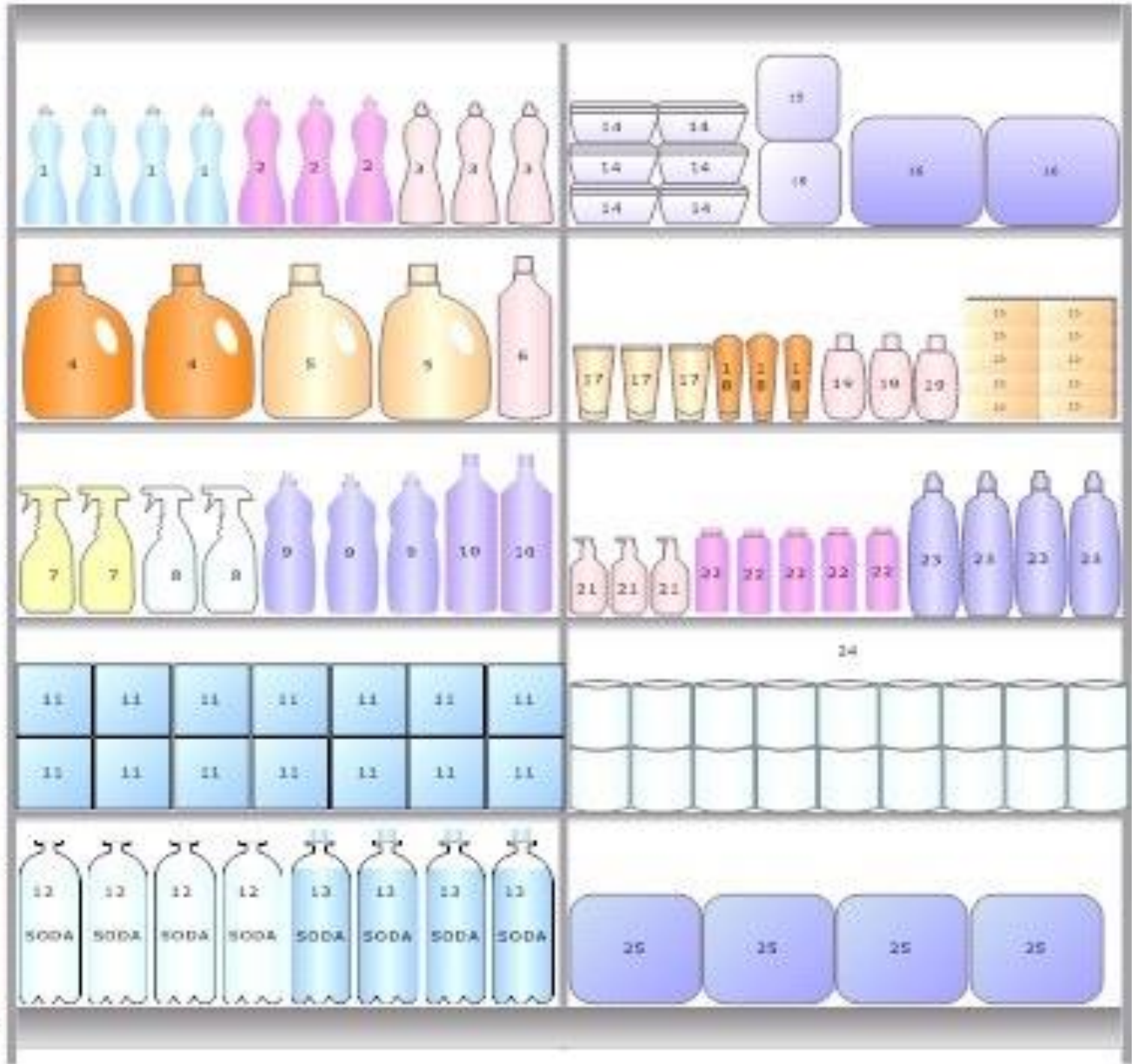
CITY RADIANCE FOUNDATION

**DETOX SECRETS**



# Household & Beauty Shelf Display

| Item | Product                      |
|------|------------------------------|
| 1    | Dish Soap with Bleach        |
| 2    | Dish Soap - Antibacterial    |
| 3    | Dish Soap - Fruit            |
| 4    | Laundry Detergent            |
| 5    | Laundry Detergent w/ refresh |
| 6    | Fabric Softener              |
| 7    | Shower Cleaner               |
| 8    | Window Cleaner               |
| 9    | Easy Scrub                   |
| 10   | Pine Cleaner                 |
| 11   | Square Tissues               |
| 12   | 2-liter soda                 |
| 13   | 2 liter soda - Diet          |
| 14   | Baby wipes                   |
| 15   | Diapers - Travel Pack        |
| 16   | Diapers                      |
| 17   | Face Wash                    |
| 18   | Sunscreen                    |
| 19   | Baby Lotion                  |
| 20   | Toothpaste                   |
| 21   | Hand Soap                    |
| 22   | Talcum Powder                |
| 23   | Baby Wipe                    |
| 24   | Toilet Paper                 |
| 25   | Diapers                      |



# Shampoo example Before

Conditioners on the top, illogic range

Small bottles

Medium bottles

Big bottles at the bottom





**REVLON**

Planograms Range In Size  
from 4'-16'

COLORSTAY MAKEUP COMBOLY

ENAMEL #516 P-2976-77 G.

TRAY - NAIL ENAMEL #98,717,598,599,600

COLORSTAY MAKEUP COMBOLY

TRAY - TOP SPEED NAIL ENAMEL #1 OF 2

TRAY - COLORSTAY CONCEALER P. 1084

PHOTOREADY MAKEUP - 1 TRAY MIX P.

REVLON

REVLON

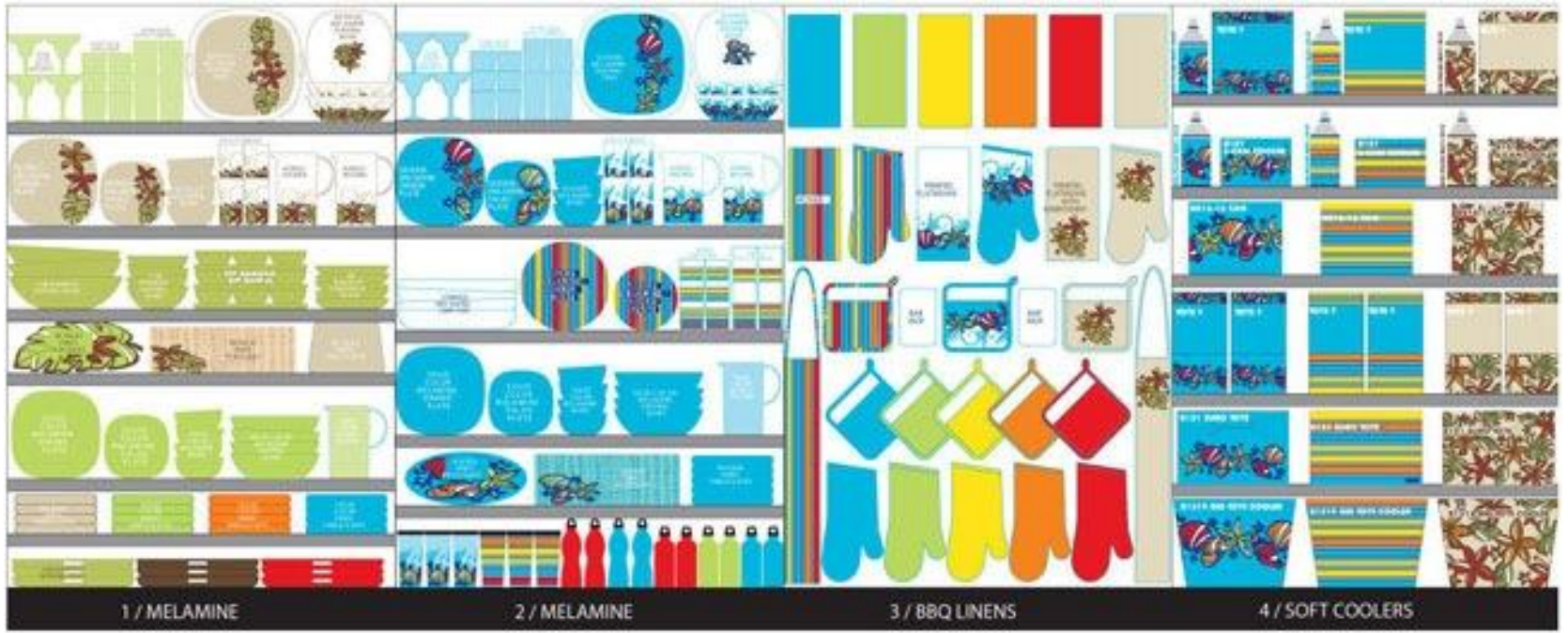
REVLON  
COLORSTAY

REVLON  
PHOTOREADY  
MAKEUP

SPF 20

REVLON  
ColorStay  
Mineral Blush



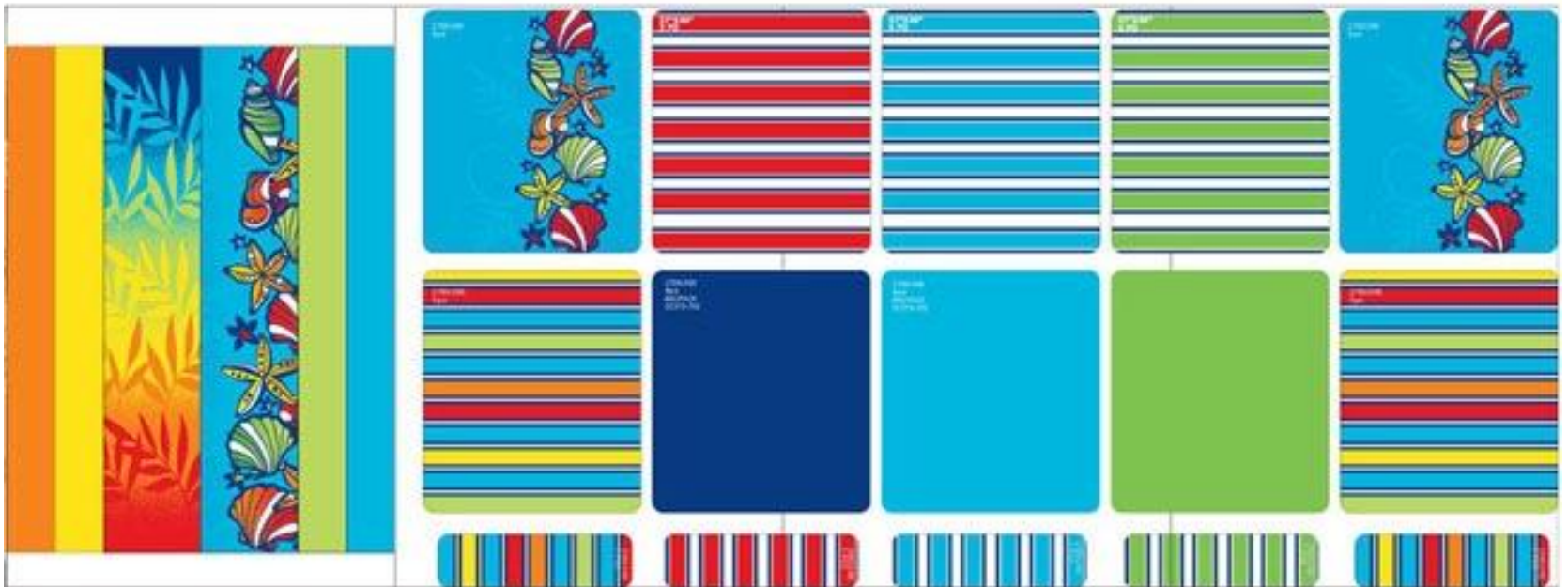


1 / MELAMINE

2 / MELAMINE

3 / BBQ LINENS

4 / SOFT COOLERS



5 / BEACH TOWELS

6 / BEACH CHAIRS

7 / BEACH CHAIRS

8 / BEACH CHAIRS



DOLCE & GABBANA

The main workspace displays a grid of product images for Dolce & Gabbana. The grid is organized into several rows and columns, each containing different product categories. The products shown include:

- Makeup palettes (e.g., eyeshadow palettes, blush palettes)
- Perfume bottles (e.g., various sizes and colors)
- Skincare products (e.g., lotions, creams)
- Other beauty items (e.g., lipsticks, nail polishes)

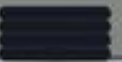
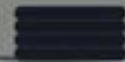
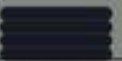
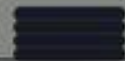
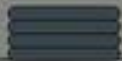
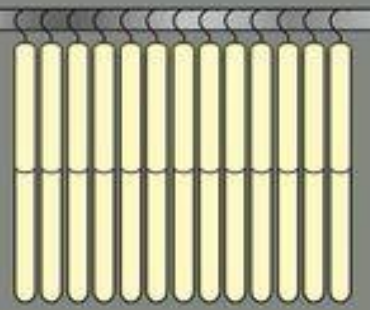
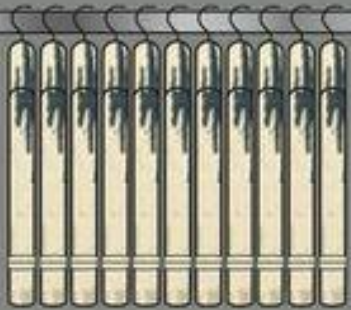
Each product image is accompanied by a small text label, likely indicating the product name or price. The overall layout is clean and professional, typical of a high-end retail or design presentation.

Z

A

R

A



Day with sunnyside & beach to right



Beach - right handed



Munnyside





# STATIONERY 20' x 78" A&P

## SECTION 1-3



# 1 Shelf

Shelf 1 displays a variety of Heinz products. From left to right: two brown cans (Retailer Choice/Private Label, 415g each), two cans of Heinz Baked Beans (415g each), one can of Heinz Baked Beans (200g), a 4-pack of Heinz Baked Beans 4 Snap Pots (4x200g), one can of Heinz Baked Beans & Pork Sausages (415g), one can of Heinz Spaghetti Hoops (400g), one can of Heinz Spaghetti (400g), one can of Heinz Macaroni Cheese (400g), one can of Heinz Beef Ravioli (400g), and one can of Heinz Spaghetti Bolognese (400g).

|                                   |                      |                      |                                  |   |                          |                    |                          |                       |                              |
|-----------------------------------|----------------------|----------------------|----------------------------------|---|--------------------------|--------------------|--------------------------|-----------------------|------------------------------|
| 415g                              | 415g                 | 200g                 | 4x200g                           | 415g                                    | 400g                     | 400g               | 400g                     | 400g                  | 400g                         |
| Retailer Choice/<br>Private Label | Heinz Baked<br>Beans | Heinz Baked<br>Beans | Heinz Baked<br>Beans 4 Snap Pots | Heinz Baked<br>Beans & Pork<br>Sausages | Heinz Spaghetti<br>Hoops | Heinz<br>Spaghetti | Heinz Macaroni<br>Cheese | Heinz<br>Beef Ravioli | Heinz Spaghetti<br>Bolognese |

# 2 Shelf

Shelf 2 displays a variety of products. From left to right: one can of Princes 8 Hot Dogs (400g), one can of Ye Old Oak 8 Hot Dogs in Brine (400g), one can of CK's The Full Monty (395g), one can of CK's The Big BBQ (395g), one can of CK's All Day Breakfast (395g), one can of Westons All Day Breakfast (410g), one can of Westons Beans & Sausages (425g), one can of Heinz Spaghetti Hoops (400g), one can of Heinz Spaghetti (400g), one can of Heinz Spaghetti Bolognese (400g), one can of Heinz Beef Ravioli (400g), and one can of Heinz Macaroni Cheese (400g).

|                     |                                      |                        |                     |                              |                                 |                                |                             |                    |                                 |                       |                             |
|---------------------|--------------------------------------|------------------------|---------------------|------------------------------|---------------------------------|--------------------------------|-----------------------------|--------------------|---------------------------------|-----------------------|-----------------------------|
| 400g                | 400g                                 | 395g                   | 395g                | 395g                         | 410g                            | 425g                           | 400g                        | 400g               | 400g                            | 400g                  | 400g                        |
| Princes<br>Hot Dogs | Ye Old Oak<br>8 Hot Dogs<br>in Brine | CK'S<br>The Full Monty | CK'S<br>The Big BBQ | CK'S<br>All Day<br>Breakfast | Westons<br>All Day<br>Breakfast | Westons<br>Beans &<br>Sausages | Heinz<br>Spaghetti<br>Hoops | Heinz<br>Spaghetti | Heinz<br>Spaghetti<br>Bolognese | Heinz<br>Beef Ravioli | Heinz<br>Macaroni<br>Cheese |

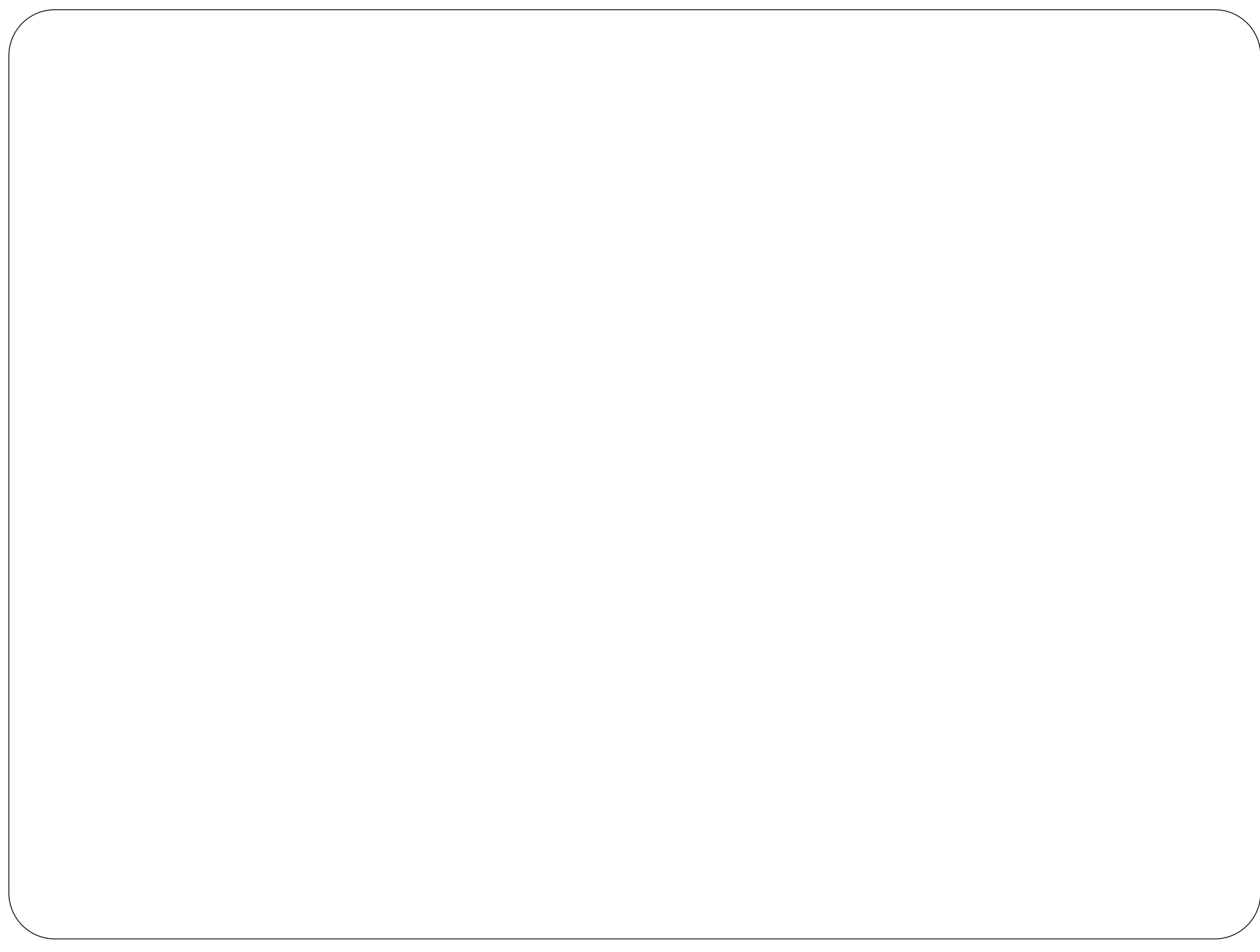
Shelf 3 displays a variety of Heinz products. From left to right: two brown cans (Retailer Choice/Private Label, 415g each), one can of Branston Baked Beans (420g), two cans of Heinz Baked Beans (415g each), a 4-pack of Heinz Baked Beans (200g each), a 4-pack of Heinz Baked Beans 4 Snap Pots (4x200g), a 4-pack of Heinz Baked Beans 4-Pack (4x415g), and one can of Heinz Baked Beans & Pork Sausages (415g).

|                                   |                         |                      |                      |                                  |                                |   |
|-----------------------------------|-------------------------|----------------------|----------------------|----------------------------------|--------------------------------|---|
| 415g                              | 420g                    | 415g                 | 200g                 | 4x200g                           | 4x415g                         | 415g                                    |
| Retailer Choice/<br>Private Label | Branston Baked<br>Beans | Heinz Baked<br>Beans | Heinz Baked<br>Beans | Heinz Baked<br>Beans 4 Snap Pots | Heinz Baked<br>Beans<br>4-Pack | Heinz Baked<br>Beans & Pork<br>Sausages |



# WOMEN'S





# Cakes and Pastries

Please serve yourself and pay at the till







WHAT'S ON THE  
MENU AT LUCKY 7?

Fresh Meals To Go  
Sandwiches, Wraps & Sushi  
Fresh Fruit & Vegetables  
Soups & Salads  
Quality Roasted Coffee  
Assorted Bakery Lines  
Fresh Cuts Of Meat  
Baked In Store Bread  
Hot Pies & Sausage Rolls  
Fresh Flowers  
Essential Groceries  
Confectionery & Snackfoods  
Bread & Milk





ago



## Planograms: An Introduction to Visual Merchandising



SMSB Consulting · 1.1K views · 7 months ago





**That's All Folks**