



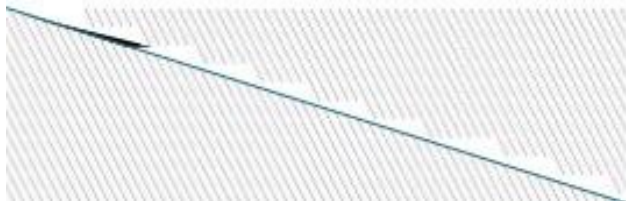
# MK 322 Retail Management

## Chapter 12: Merchandise Planograms Handouts

By Ajarn Suwalya K.

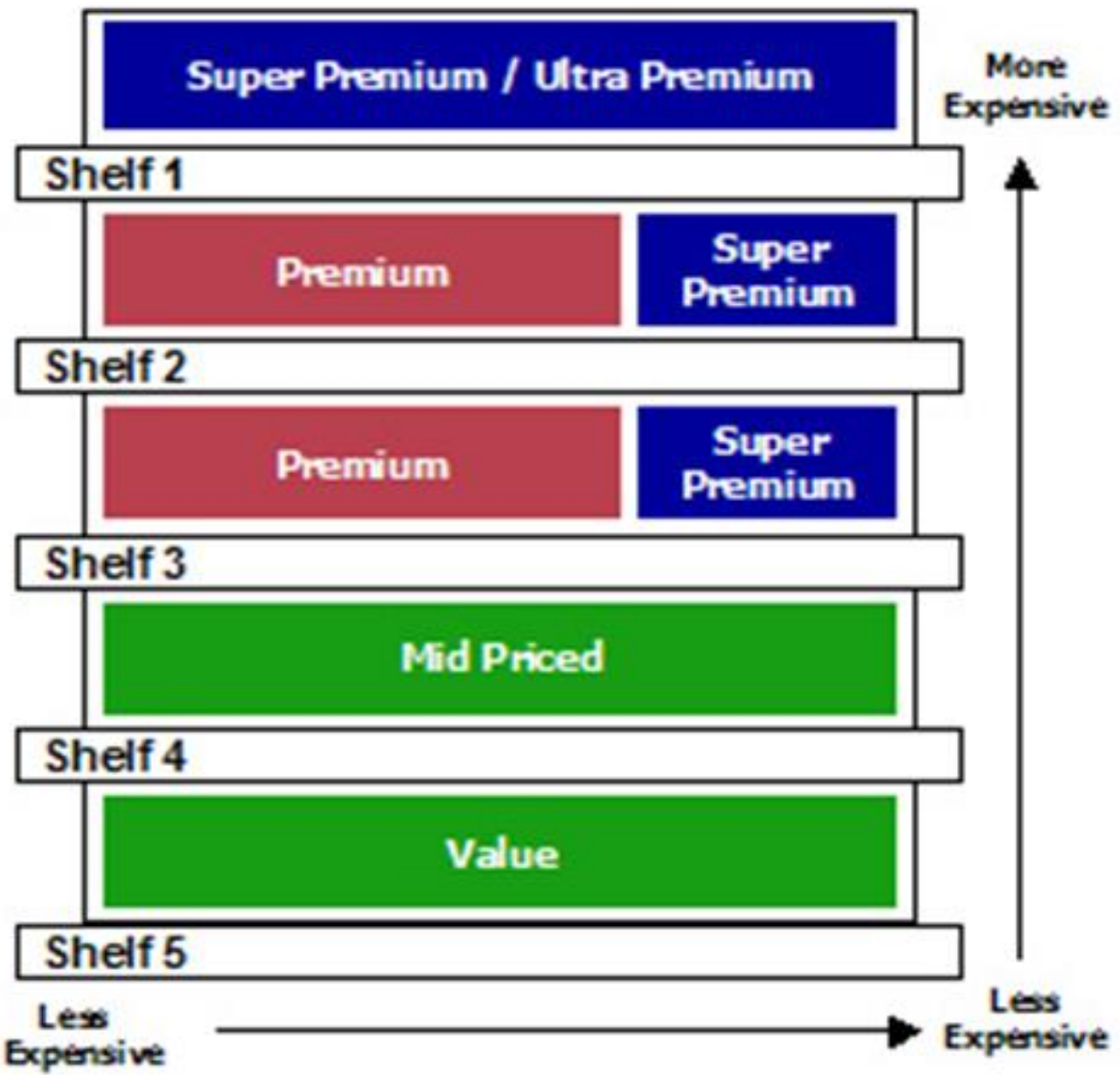
# Planograms

- ▶ A planogram is a tool that retailers use to assist in the merchandising process. Basically, a planogram is a drawing or visual diagram that details where every product should be placed inside the store.
- ▶ The detail extends to specific departments in the store, specific aisles and even specific shelves.
- ▶ A planogram is created by using software that's designed for that specific task.
- ▶ A planogram may be very complex or relatively simple depending on the size of the store and number of products on the shelves.



# Planogram

- In developing, retailers need to make the category visually appealing, consider the manner in which the consumers shop and achieve the retailers financial and strategic objectives.
- Planogrammer must be able to balance both art and science .Art ( visual impact and presentation) and science (financial analysis).
- Use of technological software's to prepare.
- Use analyses of historical sales, gross margins, turnover, size of SKU, retailers design criteria-software determines the optimal shelf space and location for each SKU.
- Planograms are designed, tested and changed in a virtual shopping environment
- Also useful for those merchandise which does not fit into the shelf nicely

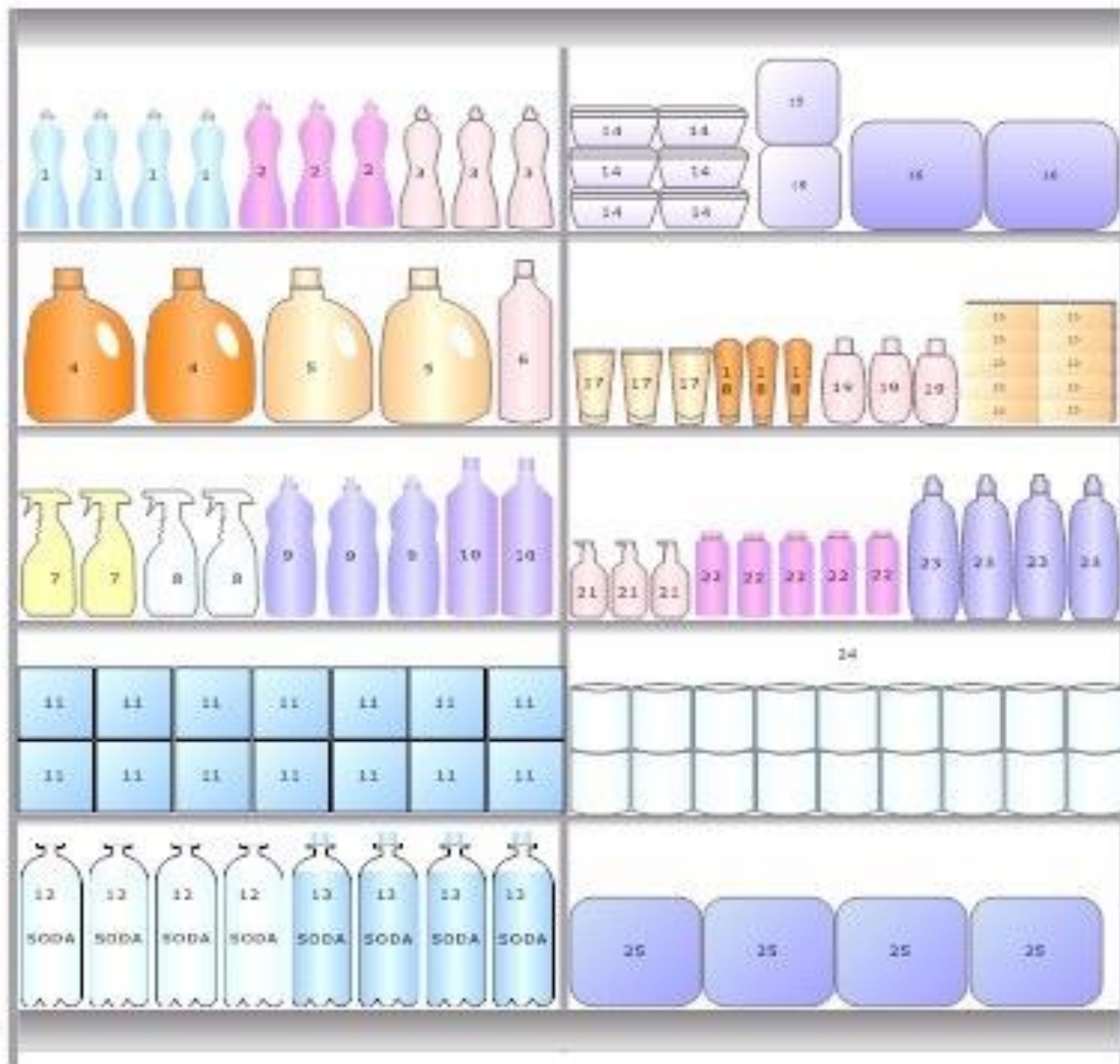


# The Merchandising Planogram Examples



## 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





Planograms Range In Size  
from 4'-16''

REVLON®



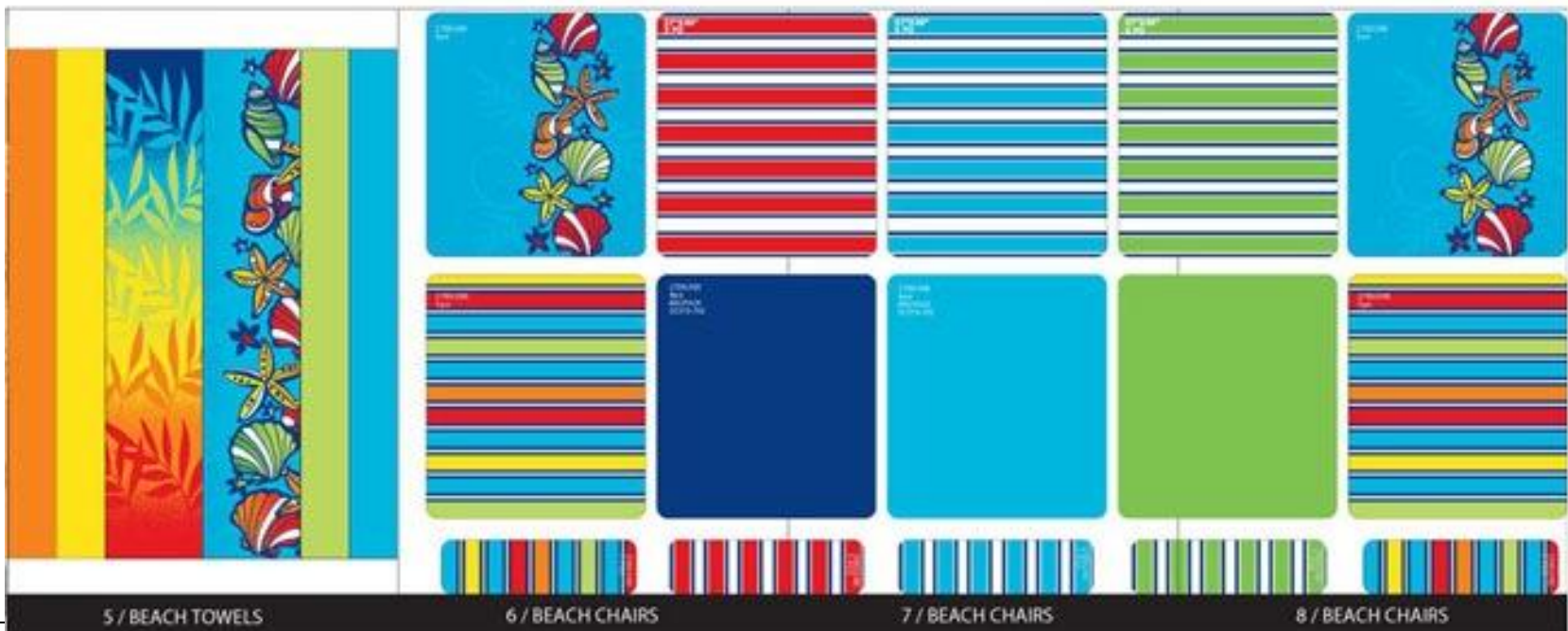
REVLON

REVLON  
COLORSTAY™  
LONGWEAR NAIL ENAMEL  
L'ONGUEUR À COULES LONGUE  
0.4 FL. OZ. / 11.7 ml

REVLON  
ColorStay  
Mineral Blush™

REVLON  
PHOTOREADY™  
MAKEUP  
SPF 20





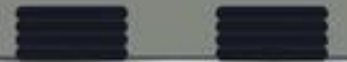
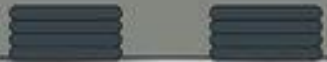
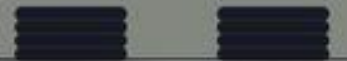
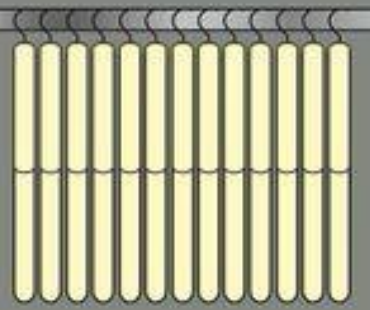
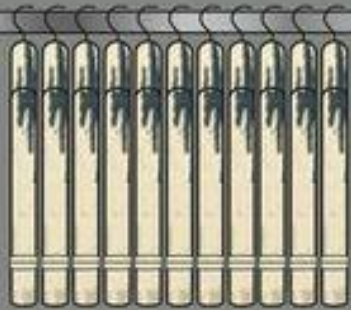


Z

A

R

A



Day with sunnquin & beach to right



Beach - right handed



Munnquin





# 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), two 415g cans of Heinz Baked Beans, one 200g can of Heinz Baked Beans, a 4x200g pack of Heinz Baked Beans 4 Snap Pots, one 415g can of Heinz Baked Beans & Pork Sausages, one 400g can of Heinz Spaghetti Hoops, one 400g can of Heinz Spaghetti, one 400g can of Heinz Macaroni Cheese, one 400g can of Heinz Beef Ravioli, and one 400g can of Heinz Spaghetti Bolognese.

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

# 2 Shelf

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

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

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

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



**That's All Folks**