• Retail Strategy Model
• Store Design Strategy
• Visual Merchandising
• Layout & Planogram
Retail Strategy Model

• Store Design Strategy
• Visual Merchandising
• Layout & Planogram
CONCEPT 1 : STRATEGIC RETAIL PLANNING

The Pentagon Triangle Model
By Prof Douglas J Tigert, Babson Univ, USA

8 ways to win in retail... ... ....
The Pentagon Triangle Model

- **Place**
  - Brick | Click | Multi/Omni-Channel
  - Size & Location
  - Layout, Design & Visual Merchandising

- **Product**
  - Style & Fashion
  - Intensity
  - Assortment
  - Innovation

- **Communication**
  - Positional
  - Promotional
  - Off line | Online

- **People**
  - Service
  - Knowledge
  - Climate

- **Value**
  - Price
  - Quality

- **Systems**
  - Logistics
  - Suppliers

- **Customer FACING**
  - **INTERNAL FACING**
How some did it......
Shop smart from the start.
Make shopping easier by knowing what’s on sale, in stock and where to find it.

Download the new IKEA App now
Available on the App Store
Android App on Google Play
The Pentagon Triangle Model

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  - Size & Location
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- Value
  - Price
  - Quality

- Logistics

- Suppliers

SURENDER GNANAOLIVU - Consultant Retail Experience
Feb 2015
The Pentagon Triangle Model

Place
- Brick | Click | Multi/Omni-Channel
- Size & Location
- Layout, Design & Visual Merchandising

Communication
- Positional
- Promotional
- Offline | Online

Product
- Style & Fashion
- Intensity
- Assortment
- Innovation

People
- Service
- Knowledge
- Climate

Value
- Price
- Quality

Systems
- Logistics
- Suppliers
- The recession brought in a new type of customer— affluent bargain seekers.
- Spent 40% more than the regular Walmart shopper.
- Refit up to 600 stores at a cost of about $1.7 billion.
- Brought in more popular brand names and removed the lower end ones.
The Pentagon Triangle Model

Place
- Brick | Click | Multi/Omni-Channel
- Size & Location
- Layout, Design & Visual Merchandising

Systems

Product
- Style & Fashion
- Intensity
- Assortment
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Logistics

Suppliers
SURENDER GNANAOLIVU - Consultant Retail Experience
The Pentagon Triangle Model

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- Service
- Knowledge
- Climate

**Value**
- Price
- Quality

**Systems**

**Logistics**

**Suppliers**
• Store Image

✓ Store Design Strategy

• Visual Merchandising

• Layout & Planogram
CONCEPT 2 : OBJECTIVE STORE DESIGN

- BRAND
- CUSTOMER
- PRODUCT
- EXPERIENCE
- MULTI CHANNEL
- SUSTAINABILITY
Strategy: BRAND Positioning ‘challenge the status quo’
Strategy: EXPERIENCE ‘dynamic atmospherics’
Strategy: EXPERIENCE
Strategy: BRAND MARKETING ‘Guerrilla Retailing’
• World Environment Center Gold Medal for Sustainable Development
• Use 3Rs to create fabulous looking LEED (Leadership in Energy and Environmental Design) certified sustainable stores
• 100% LED lamps for its theatrical lighting.
• 75% waste diversion from landfill
• 30% water usage reduction
• 25% energy optimization
• 90% of the store is naturally lit with daylight
• interior uses locally reclaimed art décor

Strategy: **SUSTAINABLE Store Design**

“3 - R approach”
Strategy: **MULTI CHANNEL RETAILING**
• Store Image

• Store Design Strategy

✓ Visual Merchandising

• Layout & Planogram
Visual Merchandising
CONCEPT 3: THE SILENT SALESMAN

“The presentation of the store and its offerings with the objective of selling.”
Design Objective  
Retail Objective

Solution Seeker

Experience  
Increase Basket Size

Shopper

Convince

Conversion

Browser

Interest

Generate Footfall

Customer / Passer By

Attract

A.I.D.C.E
Institutional Window

Increase Basket Size

Conversion

Desire

Convince

Browser

Generate Footfall

Interest

Attract

Customer / Passer By

Solution Seeker

Experience

Retail Objective

Design Objective

Calvin Klein Jeans

Institutional Window
Institutional Window (SALE complete)

Design Objective
Retail Objective

Solution Seeker

Experience
Increase Basket Size

Shopper

Convince
Conversion

Browser

Desire

Generate Footfall

Customer / Passer By

Attract

Shoppers Stop

Generate

Attract

Desire

Convince

Shopper

Conversion

Increase Basket Size

Experience

Solution Seeker

Design Objective
Retail Objective

Institutional Window (SALE complete)
Institutional Window (SALE overlay)

Design Objective
Retail Objective

Solution Seeker

Experience
Increase Basket Size

Shopper

Conversion

Desire

Browser

Convince

Generate Footfall

Customer / Passer By

Generate

Interest

Attract

Surender Gnanaolivu
Consultant Retail Experience
Feb 2015
Design Objective | Retail Objective

**Solution Seeker**

Experience

**Increase Basket Size**

**Shopper**

Convince

**Conversion**

**Desire**

**Browser**

Interest

**Generate Footfall**

Attract

**Customer / Passer By**

Promotional Window
In-store Focal Point: Fashion Statement

- Design Objective
- Retail Objective

- Solution Seeker
  - Experience
    - Increase Basket Size

- Shopper
  - Convince
  - Conversion

- Browser
  - Interest
  - Generate Footfall

- Customer / Passer By

Attract

Desire

Convince

Conversion

Increase Basket Size

Retail Objective

Customer / Passer By

In-store Focal Point: Fashion Statement

SURENDER GNANAOLIVU - Consultant Retail Experience
In-store Focal Point: Range Display
CONCEPT 4: SOLUTION SELLING
In-store Focal Point: Solution Selling

- Solution Seeker
  - Experience
  - Convince

- Shopper
  - Desire
  - Conversion

- Browser
  - Interest
  - Attract

- Customer / Passer By
  - Generate Footfall
  - Increase Basket Size

- Retail Objective
- Design Objective
In-store Merchandising Wall: Solution Selling

**Design Objective**

- **Customer / Passer By**
  - Attract
  - Generate Footfall

- **Browser**
  - Interest
  - Generate Footfall

- **Shopper**
  - Desire
  - Conversion
  - Convince

- **Solution Seeker**
  - Experience
  - Increase Basket Size

**Retail Objective**

- **Conversion**
  - Increase Basket Size

- **Desire**
  - Conversion

- **Attract**
  - Footfall

- **Interest**
  - Browser

- **Convince**
  - Shopper

- **Experience**
  - Solution Seeker
In-store Focal Point: Solution Selling

- **Customer/Passer By**
  - Attract
  - Interest
  - Emit

- **Browser**
  - Attract
  - Generate
  - Conversion

- **Shopper**
  - Desire
  - Convince
  - Increase
  - Basket
  - Size

- **Solution Seeker**
  - Experience
  - Increase
  - Basket
  - Size

**Retail Objective**
- Design
- Objective

**In-store Focal Point: Solution Selling**
• Retail Strategy Model
• Store Design Strategy
• Visual Merchandising

✓ Layout & Planogram
CONCEPT 5 : LAYOUT PLANNING
Area Allocation

Adjacencies planning

Circulation
Area Allocation

Objective:

“Optimization of Trading Area to maximize GMROF”
## Area-Mix

<table>
<thead>
<tr>
<th>Sl No</th>
<th>DESCRIPTION</th>
<th>Level</th>
<th>TOTAL (Sft)</th>
<th>% of Total Carpet</th>
</tr>
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<tbody>
<tr>
<td>A</td>
<td>CARPET AREA (Sft)</td>
<td>15500</td>
<td>15500</td>
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<td>B</td>
<td>SUPER BUILT-UP AREA (Sft)</td>
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<td><strong>RETAIL AREA</strong></td>
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<td>% of Total Carpet</td>
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<td>1.1</td>
<td>Fashion Accessories</td>
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<td>519</td>
<td>519</td>
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<tr>
<td>1.2</td>
<td>Footwear</td>
<td>5%</td>
<td>519</td>
<td>519</td>
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<tr>
<td>1.3</td>
<td>Youth Fashion</td>
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<td>1244</td>
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<td>Mens wear</td>
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<td>2593</td>
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<td>Kids wear</td>
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<td>1556</td>
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<td>1.7</td>
<td>Toys &amp; Games</td>
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<td>1%</td>
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<td>2.8</td>
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<td>0%</td>
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<td>2.10</td>
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<td>Others</td>
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<td>0%</td>
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</tr>
<tr>
<td>3.4</td>
<td>Footwear stock room</td>
<td>120</td>
<td>120</td>
<td>1%</td>
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<tr>
<td>3.5</td>
<td>Miscellaneous</td>
<td>140</td>
<td>140</td>
<td>1%</td>
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</table>

## NON-RETAIL AREA

<table>
<thead>
<tr>
<th>Sl No</th>
<th>DESCRIPTION</th>
<th>Level</th>
<th>TOTAL (Sft)</th>
<th>% of Total Carpet</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>BOH (Back of House)</td>
<td>1015</td>
<td>0</td>
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</tr>
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<td>4.1</td>
<td>Staff Toilet</td>
<td>50</td>
<td>50</td>
<td>0%</td>
</tr>
<tr>
<td>4.2</td>
<td>Staff Room/Lockers/Pantry</td>
<td>270</td>
<td>270</td>
<td>2%</td>
</tr>
<tr>
<td>4.3</td>
<td>Manager's cabin</td>
<td>95</td>
<td>95</td>
<td>1%</td>
</tr>
<tr>
<td>4.4</td>
<td>Stock Room</td>
<td>380</td>
<td>380</td>
<td>2%</td>
</tr>
<tr>
<td>4.5</td>
<td>Server Room</td>
<td>100</td>
<td>100</td>
<td>1%</td>
</tr>
<tr>
<td>4.6</td>
<td>Electrical Room</td>
<td>120</td>
<td>120</td>
<td>1%</td>
</tr>
<tr>
<td>4.7</td>
<td>Freight Elevators</td>
<td>0</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>4.8</td>
<td>Fire Escape Staircase</td>
<td>0</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>4.10</td>
<td>Miscellaneous</td>
<td>0</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>FOH (Front of House)</td>
<td>55</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5.3</td>
<td>Customer Elevators</td>
<td>0</td>
<td>0%</td>
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<td>Stairwells</td>
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<td>0%</td>
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<td>Fire Equipment</td>
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<td>5.8</td>
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<td>0%</td>
<td></td>
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</tbody>
</table>

D. NON-RETAIL AREA:

<table>
<thead>
<tr>
<th>Sl No</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>1070</td>
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<td>4.1</td>
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<td>50</td>
<td>50</td>
<td>0%</td>
</tr>
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<td>95</td>
<td>1%</td>
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<tr>
<td>4.4</td>
<td>Stock Room</td>
<td>380</td>
<td>380</td>
<td>2%</td>
</tr>
<tr>
<td>4.5</td>
<td>Server Room</td>
<td>100</td>
<td>100</td>
<td>1%</td>
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<td>Electrical Room</td>
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<td>0%</td>
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<td>4.8</td>
<td>Fire Escape Staircase</td>
<td>0</td>
<td>0%</td>
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<td>4.10</td>
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<td>0</td>
<td>0%</td>
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<td>5</td>
<td>FOH (Front of House)</td>
<td>55</td>
<td>0</td>
<td>0</td>
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<tr>
<td>5.3</td>
<td>Customer Elevators</td>
<td>0</td>
<td>0%</td>
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<td>5.4</td>
<td>Stairwells</td>
<td>0</td>
<td>0%</td>
<td></td>
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<tr>
<td>5.5</td>
<td>Voids</td>
<td>0</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>5.6</td>
<td>Customer Toilets</td>
<td>55</td>
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<td>5.7</td>
<td>Fire Equipment</td>
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<td>0%</td>
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</tr>
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<td>5.8</td>
<td>Miscellaneous</td>
<td>0</td>
<td>0%</td>
<td></td>
</tr>
</tbody>
</table>
“Adjacencies must be customer centric and result in sales”
Bubble Diagram

Youth Fashion

Women’s Fashion

Fashion Accessories

Footwear

Kidswear

Cash

Window Display

Back of House

Logical?

Opportunistic?
Block Plan

Youth Fashion  Women’s Fashion

Fashion Accessories  Footwear

Kidswear
Shopping Modes

1. **Mission oriented** – looking for something

2. **Exploratory** – Looking around

Offerings Types

1. **Impulse** – Never came to buy ..... saw it and decided

2. **Convenience** – Need it, can get it anywhere .... saw it, was reminded and bought it.

3. **Staple** – Came to the store looking for it
Circulation

Objective:

“Maximizing customer engagement with store offering in the store environment”
CONCEPT 6 : PLANOGRAMMING
WHAT ARE PLANOGRAMS?

- Planograms, also known as plano-grams, plan-o-grams, schematics and POGs,
- are visual representations of a store's products or services.
- They are considered a tool for visual merchandising
- ‘Vertical Store Layouts’?
WHAT ARE THEY USED FOR?

1. **MERCHANDISING**: stock the right products at the right place and at the right time to attract customers and prompt them to buy

2. **SPACE PLANNING**: Optimize shelf space utilization and display effectiveness

3. **CONSISTENCY**: to maintain consistency in various stores

4. **MAXIMIZE PROFITS**: To optimize sales, margins and stock turns
TYPES OF PLANOGRAMS
TYPES OF PLANOGRAMS

1. Box with text
<table>
<thead>
<tr>
<th>Connectivity 2-Rx (Left)</th>
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</thead>
<tbody>
<tr>
<td>Hangbar 1</td>
</tr>
<tr>
<td>Griffin PowerJolt iPad/Phone/Blk 10/60/40/20</td>
</tr>
<tr>
<td>T0350LLA</td>
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<tr>
<td>Hangbar 2</td>
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<tr>
<td>T0350LLA</td>
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<tr>
<td>Hangbar 3</td>
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<td>T0350LLA</td>
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<tr>
<td>Hangbar 4</td>
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<td>T0350LLA</td>
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<tr>
<td>Hangbar 5</td>
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<tr>
<td>T0350LLA</td>
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<td>Hangbar 8</td>
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<tr>
<td>T0350LLA</td>
</tr>
</tbody>
</table>

Stores with 8 hangbars, remove highlighted skus.

Stores with 5 hangbars, remove highlighted skus.

Stores with 4 hangbars, remove highlighted skus.

*Please reference the Birds Eye maps, to determine the correct number of shelves and hangbars for your store.*
TYPES OF PLANOGRAMS

1. Box with text

2. Pictorial
TYPES OF PLANOGRAMS

1. Box with text
2. Pictorial
3. 3D
PLANOGRAM BUSINESS OBJECTIVES

Examples of Executions
Objective: Range Presentation

A ii.2 KIDS: Wall Planogram

- Girls
- Kids fashion
- Boys

- Tops hung
  16 pcs per arm
- Tops hung
  18 pcs per 2 feet hang rail

<table>
<thead>
<tr>
<th>Range</th>
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<tbody>
<tr>
<td>Options</td>
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<tr>
<td>Pieces per options</td>
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<tr>
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<tr>
<td>Total Stock Value (Lacs)</td>
<td>2.86</td>
</tr>
<tr>
<td>Margins</td>
<td>1.83</td>
</tr>
<tr>
<td>Space (sft)</td>
<td>350</td>
</tr>
<tr>
<td>Sales</td>
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Top | Bottom -
  42 pcs per 4 feet hang rail

Tops & Bottom coordinated display-
  18 pcs per 2 feet hang rail
A.ii.2 KIDS: Wall Planogram

Objective: Range Presentation

- Girls
  - Tops hung
    - 16 pcs per arm
  - Tops hung
    - 18 pcs per 2 feet hang rail

- Boys
  - Tops hung
    - 16 pcs per arm
  - Tops | Bottom stack
    - 4 pcs each stack
  - Tops & Bottom coordinated display
    - 6 pcs each option
    - 18 pcs per 2 feet hang rail

Top | Bottom
- 6 pcs each option
- 42 pcs per 4 feet hang rail
Objective: Power Display - Color Range Presentation
Objective: Power Display - Color Range Presentation
SURENDER GNANAOLIVU - Consultant Retail Experience

Objective: Solution Selling
Objective: Category Management
ANALYTICS AND MEASUREMENT

1. Visual analyses of the planogram
2. Financial analyses through a scorecard
3. Reporting and Trending
PUTTING TOGETHER A PLANOGRAM

1. SALES MIX ( % of sales of each category)
2. AREA MIX ( % of area allocated in proportion with sales)
3. STORE AREA MAP ( In excel or grid format)
4. CATEGORY ADJACENCY BUBBLE DIAGRAM
5. STORE LAYOUT
6. WALL ELEVATION MAP ( In excel or grid format)
7. PLANOGRAM STRATEGY (Range / Collection / Power / Solution etc.)
8. MDQ ( Minimum Display Quantity) PLANNING
9. PLANOGRAM BUBBLE DIAGRAM
10. PLANOGRAM PLACEMENT – VISUAL PLAN
11. FINANCIALS : Total Value of merchandise on the wall | Cost per unit (sq ft or sq unit) per category | Sales and Margin Mix for a period of a month ( assume rate of sale)
KEY BUSINESS QUESTIONS TO BE ADDRESSED

1. Do my products get their fair share of space?

2. Are the various segments in the category properly represented in the assortment?

3. Where can I find space for new products?

4. How can I avoid out of stocks?

5. Can I reduce the investment in inventory?

6. What should I change to improve the margin-mix of the category?

7. Is the planogram that I made implementable in the stores?
Guidelines for putting together a Planogram..................
PUTTING TOGETHER A PLANOGRAM (the flow)

1. SALES MIX ( % of sales of each category)
2. AREA MIX ( % of area allocated in proportion with sales)
3. STORE AREA MAP (In excel or grid format)
4. CATEGORY ADJACENCY BUBBLE DIAGRAM
5. STORE LAYOUT
6. WALL ELEVATION MAP (In excel or grid format)
7. PLANOGRAM STRATEGY (Range / Collection / Power / Solution etc.)
8. MDQ (Minimum Display Quantity) PLANNING
9. PLANOGRAM BUBBLE DIAGRAM
10. PLANOGRAM PLACEMENT – VISUAL PLAN
11. FINANCIALS: Total Value of merchandise on the wall | Cost per unit (sq ft or sq unit) per category | Sales and Margin Mix for a period of a month (assume rate of sale) - check format overleaf
### Visual Plan

*A 20-foot wall planogram presenting women’s sweaters, pants and hangbags*

### Financials

<table>
<thead>
<tr>
<th>Sl no</th>
<th>Category</th>
<th>Type</th>
<th>Options</th>
<th>Pcs / Option</th>
<th>Total</th>
<th>Average Selling Price</th>
<th>Total Stocks (Rs)</th>
<th>Area Sft</th>
<th>Mix %</th>
<th>Target Sales pm</th>
<th>Sales / sft</th>
<th>Margin %</th>
<th>GMROF (Margin / Area)</th>
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<tr>
<td>1</td>
<td>Womens Tops</td>
<td>Staple</td>
<td>25</td>
<td>12</td>
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<td>Staple</td>
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<td>Convenience</td>
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<td>3</td>
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<td>37,500</td>
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<td>28,000</td>
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<td></td>
<td>3,000</td>
<td>120</td>
<td>55%</td>
<td>66.00</td>
</tr>
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</table>
Thanks!

😊