



Retail Space Consulting



SPACE PLANNING FOR EVERYBODY

With our software tools **Retail Shelf Planner** and **Retail Floor Planner** we have brought the capability to use advanced and professional tools within reach for non-specialists and people whose jobs are not dedicated to Category Management activities like creating and maintaining planograms and floorplans.

However, there still are situations where there is a need for external help to support you. This could be for a variety of reasons, such as:

- ✓ You're facing a busy period due to unforeseen absence of permanent staff, and could use an extra pair of hands.
- ✓ Given a specific situation/challenge such as a big category review or new product introduction, you would like a sounding board to improve the quality of your work.
- ✓ Due to a store remodeling or the development of a completely new store, your workload exceeds the available resources and you need help to meet deadlines.
- ✓ You have a limited number of categories to look after, and with only one or two reviews a year, you prefer to outsource these activities, so that you can focus on other things.

Either way, whatever the reasons are, we are available to help you!

INTERNATIONAL SPECIALISTS

Our global team includes a number of people with an extensive experience in supporting retailers, wholesalers and manufacturers to boost their commercial results with the use of professional planograms and floorplans.

For example: the combined experience of three senior people on our staff in the Benelux alone already exceeds 75 years!



We have worked, and are currently working, with many of the leading retailers and suppliers around the world, covering business segments like:

- | | |
|--------------------------|------------------|
| ✓ Grocery/Food | ✓ Duty Free |
| ✓ Convenience | ✓ Do-It-Yourself |
| ✓ Drug | ✓ Tobacco |
| ✓ Pharmacy | ✓ Entertainment |
| ✓ Pet Food & Accessories | ✓ ... |

But we are also not shy or too big to work with local companies or even individual stores to attack problems and/or help to convert opportunities into sound business results.

PRACTICAL, PRAGMATIC & RESULTS-ORIENTED

Our experience is backed up with a thorough knowledge of business practices and the various skills that are required to deliver high quality analyses, reporting and sound business advice. But we are not academics and/or purists who insist on following complex and time-consuming processes or theories, if a simple, pragmatic approach suffices.

To the contrary! We understand that executing these analyses and creating those reports/proposals is done to support your commercial goals. They're not an objective on their own!

AD-HOC vs ONGOING

You can call us for an ad-hoc project of just one or two days, but we are also available to start an ongoing partnership with you where we provide our services on a regular basis. This could be one day every week all year around, but also twice a year for the summer and winter reviews. We adapt to your business requirements, and work with you to find the best way to address these.





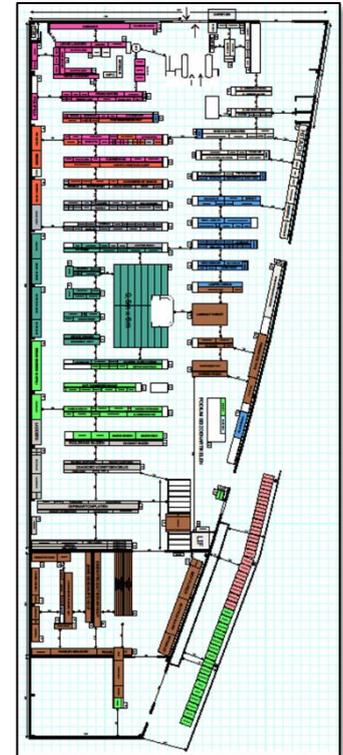
ALL TYPES OF PROJECTS

You can call upon our extensive experience for advanced, complex projects like:

- ✓ Doing a market and assortment analysis to identify opportunities and threats, and work with you to define proposed actions as part of a category review.
- ✓ Supporting a product introduction to translate all efforts that have been put into product-design, marketing communications, positioning and pricing into a practical plan for implementation at retail.
- ✓ Designing a new store layout, finding the best space allocation for each category, and providing detailed fixturing requirements for an efficient implementation.
- ✓ Analyzing sales, profitability and inventory data pulled from internal systems to find opportunities to reduce inventory and increase margins.

But we're also happy to take on more mundane tasks like:

- ✓ Rebuilding a planogram from a pdf that a retailer gave you, or from photo's that were taken in a store.
- ✓ Creating, maintaining and/or improving the quality of your product database covering product characteristics like brand, category, subcategory, physical dimensions or even product photos, often referred to as Live Images.
- ✓ Converting existing "Excel- or PowerPoint-planograms" into professional **Retail Shelf Planner** versions.
- ✓ Creating **Retail Floor Planner** floorplans using AutoCAD files from your architect as the basis.



ON-SITE vs REMOTELY

Depending on the project-requirements we can come on-site and sit down with you to get the job done. Combining your specific knowledge on the category, consumers and your business, with our generic knowledge on these areas, and our wealth of experience to create compelling proposals to make the best possible use of the available assortment and space.

In other situations, we can simply take advantage of today's communication technologies and take care of things without demanding much of your valuable time, or wasting hours in unnecessary travel.

In practice, we mostly end up with a combination of the above approaches, working with you to find the best mix for optimal results with maximum efficiency.

PROJECT EXAMPLES

Most companies prefer to remain unnamed when we ask about sharing the results of our joint projects, but even anonymously they can give you powerful insights in the results that can be achieved through working with us:

- ✓ A specialist retailer in nailcare products used planograms to create a more logic and accessible layout for their key categories. Consumers most definitely liked the results, which translated in a 15% revenue growth.
- ✓ As the main challenger in the category, a potato chips manufacturer was given the opportunity to give their views on the planogram layout and assortment carried at the #2 retailer. The result was a more consumer focused presentation of the assortment and the extension of the manufacturer's range from 18 to 23 of his products.
- ✓ The new CEO of a wholesale retailer had questions on various aspects of the business he joined. We worked with their IT-team to get detailed sales and inventory data from their old and inflexible systems to execute a series of range reviews to provide him with insights that he could act upon:
 - We found the possibility to reduce inventory with 15-20% without affecting sales.
 - While the CEO felt that the range of rosé wines was over-represented, analyses showed that there actually was a significant revenue opportunity by expanding the range.
 - Detailed analysis of margin and sales volume data showed that there was opportunity for buyers to negotiate better conditions with several suppliers. For one strategically important category the buyer was able to get better prices for two products, which resulted in a 6.5% increase on annual category profits.



Global Retail Business Solutions is a Belgium based company with 25 years of experience in data analysis, Category Management, assortment-, floor- and space-planning. Our software and services are delivered directly and through partners to clients around the globe.

In those 25 years we have worked with hundreds of local and international retailers and suppliers in Food and Non-Food, guiding them in the implementation and successful use of specific software applications supporting their sales, marketing, buying and merchandising departments.

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