



Importing Data in Retail Shelf Planner

A step-by-step guide



Importing Data in Retail Shelf Planner

A STEP-BY-STEP GUIDE

Author's note

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Introduction

Importing data is generally speaking one of the most cumbersome, and complicated tasks in any application. Especially when it comes from different sources and/or in different formats.

On the other hand, the better the quality of your data, the more efficient you will be able to work, and the higher will be the quality of the end-results.

We therefore have done our best to simplify this part as much as possible for **Retail Shelf Planner**.

It is for this reason that we decided to use Microsoft Excel as the "middleman". It offers a wide range of capabilities to collect, combine, and manipulate data in a quick and efficient way. Plus, virtually everybody already has it on their PC, so no additional investments are required.

This white paper will guide you through the requirements of setting up your data in such a way that you can maximize its usability in **Retail Shelf Planner**, while minimizing the time you spend on importing and trouble-shooting it.

We will focus on the "technical" aspects of the spreadsheet: the layout, cell formatting, use of formula's, etc. For support or suggestions on the data contents, we suggest you have a look at the white paper "*Product Database & Live Images*", which provides more information on the "content", i.e. what product information you have to include, what is nice to have, etc.

We trust this document will support you and answers any questions you may have, but are available to answer any questions that remain unanswered. Send us an email to info@retailshelfplanner.com, and we'll respond as quickly as possible.

Kind regards,

Erwin Bergsma
Managing Director



Which data can be imported?

Retail Shelf Planner allows you to import two types of data:

1. Product information
2. Information about positions (i.e. the combination of a product on a shelf)

They are combined in one single location: the Import dialog, which can be accessed from the File-menu and the toolbar. After selecting the feature, you are presented with a dialog that helps you to inform **Retail Shelf Planner** how you expect the import process to take place.

The screenshot shows the 'Import Product Data' dialog box with the 'Product Data' tab active. It contains three sections: 'What to update' with radio buttons for 'All product fields' (selected), 'Product characteristics only', and 'Performance fields only'; 'How to update' with radio buttons for 'Update existing & add new products' (selected), 'Only update existing products', and 'Only add new products'; and 'Match products on' with radio buttons for 'ID' (selected) and 'UPC'. There is a 'File to import:' field with a browse button and a note at the bottom: 'Note: Retail Shelf Planner will import the data in the sheet that was active when you saved the spreadsheet.' Buttons for 'OK' and 'Cancel' are at the bottom right.

Importing Product data

The screenshot shows the 'Import Product Data' dialog box with the 'Position Data' tab active. It contains a 'Shelf & Position Spreadsheet' field with a browse button, a 'Product Info' section with a checkbox for 'Automatically Update From Product Library' and a file selection field, and a 'What to update' section with radio buttons for 'All product fields' (selected) and 'Product characteristics only'. There is a note at the bottom: 'Note: Retail Shelf Planner will import the data in the sheet that was active when you saved the spreadsheet.' Buttons for 'OK' and 'Cancel' are at the bottom right.

Importing Position data

In the rest of this white paper we will explain the way these imports work, as well as the general (Excel-related) requirements that play a role in how the data ends up in **Retail Shelf Planner**.

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General (Excel) Requirements

This section will give you information about the general, Excel-related, requirements, and some tips how to make best use of the combination Excel and **Retail Shelf Planner**.

SPREADSHEET VERSIONS

Retail Shelf Planner supports spreadsheets for the following Excel-versions:

Version	File-extension
Excel 97	xls
Excel 2000	xls
Excel XP	xls
Excel 2003	xls
Excel 2007	xlsx (normal spreadsheet) ; xlsx (includes macros)
Excel 2010	xlsx (normal spreadsheet) ; xlsx (includes macros)
Excel 2013	xlsx (normal spreadsheet) ; xlsx (includes macros)



Retail Shelf Planner uses the Excel-application that is installed on your PC when importing the data. The file version supported therefore depends on the version of Excel. E.g. if you're using Excel 2003, you can only import data from the newer xlsx format when the Office 2007 compatibility pack is installed.

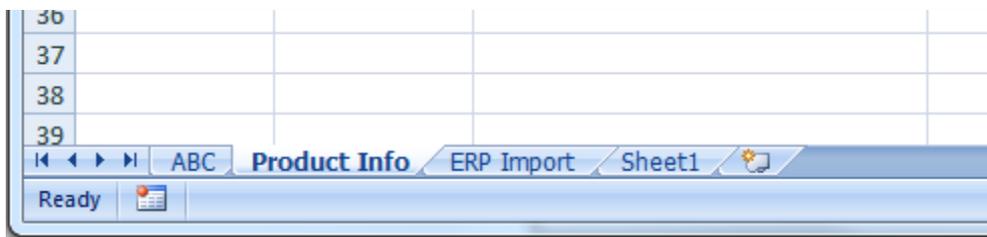


When it starts the import, **Retail Shelf Planner** actually first checks if there is an active instance of Excel. If there is, it connects to it. If there is not, it starts Excel in the background.

So, if you're going to do multiple imports, it's quicker if you start Excel manually before you start doing the imports. Depending on the speed of your PC, you can have a nice reduction of the time required for the imports by removing the need to start and close Excel for each import.

TABS

An Excel file can contain multiple tabs. When starting the data import, **Retail Shelf Planner** opens the file in the background, and will process the info on the tab that was active when you last saved the file.



There are no special requirements for the name of the tab.



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General (Excel) Requirements, continued

FIRST ROW

Retail Shelf Planner expects that the first row in the active tab contains column-headers for your data. To make your life as simple as possible, you can give these columns whatever name that makes most sense to you. So feel free to use Description, Long Desc, etc. instead of Name.

It's also no problem to use local language texts. (E.g. Kuvaus, Kirjeldus, Descrizione, Beskrivelse, or Maelezo in respectively Finnish, Estonian, Italian, Norwegian, and Swahili.)

	Once you've decided how to use the free description and data fields, you can assign them logic names while using them in the software. It is recommended to use the same names in your spreadsheet. (E.g. Brand is more logic and descriptive than Desc1.)
--	--

So, the spreadsheet with the following first row:

	A	B	C	D	E	F	G	H	
1	ID	UPC	Name	Supplier	Category	Subcategory	Brand	Desc2	Des
2	87133173	87133173	Extran Energy Orange 500 ml	Friesland Foods	Energy Drinks	Sport - Small Bottle	Extran		
3	87133059	87133059	Extran Energy Cranberry 500 ml	Friesland Foods	Energy Drinks	Sport - Small Bottle	Extran		
4	87133172	87133172	Extran Refresh Citrus 500 ml	Friesland Foods	Energy Drinks	Sport - Small Bottle	Extran		
5	7612100031667	7612100031667	Isostar Orange 500 ml	Nutrition & Santé Benelux	Energy Drinks	Sport - Small Bottle	Isostar		
6	3175681851634	3175681851634	Isostar Green Apple 500 ml	Nutrition & Santé Benelux	Energy Drinks	Sport - Small Bottle	Isostar		
7	8717399840507	8717399840507	Power Drink Orange 0.5 Ltr	Akom	Energy Drinks	Sport - Small Bottle	Power Drink		
8	8717399840521	8717399840521	Power Drink Mix de Fruit 0.5 Ltr	Akom	Energy Drinks	Sport - Small Bottle	Power Drink		
9	5449000061645	5449000061645	Aquarius Blue Ice 0.33 Ltr	Coca Cola	Energy Drinks	Sport - Can	Aquarius		
10	5449000033819	5449000033819	Aquarius Orange 0.33 Ltr	Coca Cola	Energy Drinks	Sport - Can	Aquarius		
11	5449000152404	5449000152404	Aquarius Green Splash 0.5 Ltr	Coca Cola	Energy Drinks	Sport - Small Bottle	Aquarius		
12	90490668	90490668	Aquarius Grapefruit 0.5 Ltr	Coca Cola	Energy Drinks	Sport - Small Bottle	Aquarius		

will import exactly the same way as a spreadsheet with this first row:

	A	B	C	D	E	F	G	H	
1	SKU Code	EAN	Description	Manufacturer	Level 1	Level 2	Level 3	Desc2	Des
2	87133173	87133173	Extran Energy Orange 500 ml	Friesland Foods	Energy Drinks	Sport - Small Bottle	Extran		
3	87133059	87133059	Extran Energy Cranberry 500 ml	Friesland Foods	Energy Drinks	Sport - Small Bottle	Extran		
4	87133172	87133172	Extran Refresh Citrus 500 ml	Friesland Foods	Energy Drinks	Sport - Small Bottle	Extran		
5	7612100031667	7612100031667	Isostar Orange 500 ml	Nutrition & Santé Benelux	Energy Drinks	Sport - Small Bottle	Isostar		
6	3175681851634	3175681851634	Isostar Green Apple 500 ml	Nutrition & Santé Benelux	Energy Drinks	Sport - Small Bottle	Isostar		
7	8717399840507	8717399840507	Power Drink Orange 0.5 Ltr	Akom	Energy Drinks	Sport - Small Bottle	Power Drink		
8	8717399840521	8717399840521	Power Drink Mix de Fruit 0.5 Ltr	Akom	Energy Drinks	Sport - Small Bottle	Power Drink		
9	5449000061645	5449000061645	Aquarius Blue Ice 0.33 Ltr	Coca Cola	Energy Drinks	Sport - Can	Aquarius		
10	5449000033819	5449000033819	Aquarius Orange 0.33 Ltr	Coca Cola	Energy Drinks	Sport - Can	Aquarius		
11	5449000152404	5449000152404	Aquarius Green Splash 0.5 Ltr	Coca Cola	Energy Drinks	Sport - Small Bottle	Aquarius		
12	90490668	90490668	Aquarius Grapefruit 0.5 Ltr	Coca Cola	Energy Drinks	Sport - Small Bottle	Aquarius		

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General (Excel) Requirements, continued

LAST ROW

As said, **Retail Shelf Planner** will ignore the first row, and will start importing the data at row 2. It will continue the import until it comes across the first cell in column A that has no value in it.

It is therefore important that you don't insert blank rows in the data set. For example, importing the spreadsheet below will result in only 4 products to be added to the planogram.

	A	B	C	D	E	F	G	H	I
1	SKU Code	EAN	Description	Manufacturer	Level 1	Level 2	Level 3	Desc2	Des
2	87133173	87133173	Extran Energy Orange 500 ml	Friesland Foods	Energy Drinks	Sport - Small Bottle	Extran		
3	87133059	87133059	Extran Energy Cranberry 500 ml	Friesland Foods	Energy Drinks	Sport - Small Bottle	Extran		
4	87133172	87133172	Extran Refresh Citrus 500 ml	Friesland Foods	Energy Drinks	Sport - Small Bottle	Extran		
5	7612100031667	7612100031667	Isostar Orange 500 ml	Nutrition & Santé Benelux	Energy Drinks	Sport - Small Bottle	Isostar		
6									
7	3175681851634	3175681851634	Isostar Green Apple 500 ml	Nutrition & Santé Benelux	Energy Drinks	Sport - Small Bottle	Isostar		
8	8717399840507	8717399840507	Power Drink Orange 0.5 Ltr	Akom	Energy Drinks	Sport - Small Bottle	Power Drink		
9	8717399840521	8717399840521	Power Drink Mix de Fruit 0.5 Ltr	Akom	Energy Drinks	Sport - Small Bottle	Power Drink		
10	5449000061645	5449000061645	Aquarius Blue Ice 0.33 Ltr	Coca Cola	Energy Drinks	Sport - Can	Aquarius		
11	5449000033819	5449000033819	Aquarius Orange 0.33 Ltr	Coca Cola	Energy Drinks	Sport - Can	Aquarius		
12	5449000152404	5449000152404	Aquarius Green Splash 0.5 Ltr	Coca Cola	Energy Drinks	Sport - Small Bottle	Aquarius		

COLUMNS

To keep the import process as quick and simple as possible, **Retail Shelf Planner** expects the columns in the spreadsheet to be in a certain order. In the next sections we will describe what the requirements for each of the import-types are.

SORTING

Retail Shelf Planner will read the data in the order it is in the spreadsheet. There are no requirements for the data to be sorted in some way.

DATA FILTERS

Excel offers powerful filtering options. These have no effect on the way **Retail Shelf Planner** imports the data as it will go through the actual rows in the spreadsheet, not the filtered.

FORMATTING

Retail Shelf Planner will read the data in text fields the way it is displayed in the spreadsheet. In case you're importing numbers in a text field, e.g. ID or UPC, you have to make sure that they are displayed properly to ensure the data is imported correctly. E.g. big numbers such as the UPC are often automatically displayed in a scientific notation. So, instead of 5413982103037, you will see 5.41398E+12, which will be the value that is imported by **Retail Shelf Planner**.

FORMULAS

It is no problem to use formulas in a spreadsheet. **Retail Shelf Planner** will import the end-result. If you have many formulas in your spreadsheet, this may have an effect on the time it takes to import the data.



When **Retail Shelf Planner** finds error-values in your spreadsheet, such as the #N/A value, it will stop the import and informs you that there is a problem with the data. In the message, it will give you the row where it found the problem, so you can quickly check what's wrong.



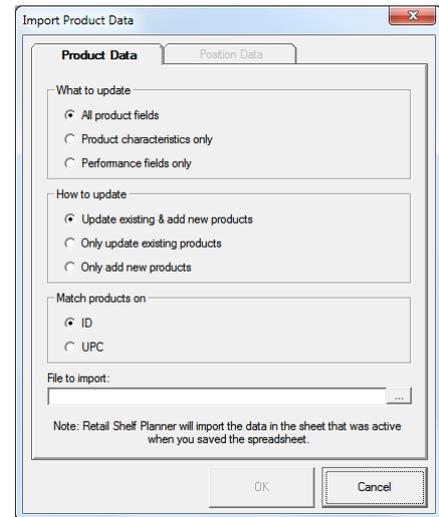
Importing product information

Information about the products are the core of planogram creation. It covers the largest part of the data you need to build professional planograms, and the better you have organized that part, the more efficient and successful you will be.

When importing product information, you have to answer 3 questions:

1. What data do you want to import. This informs **Retail Shelf Planner** about the layout of your spreadsheet.
2. How **Retail Shelf Planner** should deal with products that already exist in the planogram, and those who are new.
3. Based on which identifier should **Retail Shelf Planner** match the products in the spreadsheet with those in the planogram.

Then you select the spreadsheet, and the import can start.



Each of the three questions will be explained in further detail below.

QUESTION 1: WHAT DATA DO YOU WANT TO IMPORT?

In the Import dialog, there are three options to choose from when it comes to what data is imported. This effectively defines the layout of the spreadsheet that holds the product information. You can select from three layouts:

1. All Product Fields

Excel Column	Field
A	ID
B	UPC
C	Name
D	Supplier
E	Category
F	Subcategory
G	Description 1
H	Description 2
I	Description 3
J	Description 4
K	Description 5
L	Data 1
M	Data 2
N	Data 3

Excel Column	Field
O	Data 4
P	Data 5
Q	Height
R	Width
S	Depth
T	Fill Color
U	Units/Case
V	Peg Vert Off
W	Price
X	Cost
Y	VAT %
Z	Sales
AA	Profit
AB	Movement

Excel Column	Field
AC	Hist SL
AD	Manual Inv
AE	Tray UPC
AF	Tray Height
AG	Tray Width
AH	Tray Depth
AI	Units/Tray
AJ	NestingHeight
AK	NestingWidth
AL	NestingDepth
AM	Nest.Meth.Horiz
AN	Nest.Meth.Vert
AO	Nest.Meth.Depth

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Importing product information, continued

2. Product Characteristics Only

Excel Column	Field
A	ID
B	UPC
C	Name
D	Supplier
E	Category
F	Subcategory
G	Description 1
H	Description 2
I	Description 3
J	Description 4
K	Description 5

Excel Column	Field
L	Data 1
M	Data 2
N	Data 3
O	Data 4
P	Data 5
Q	Height
R	Width
S	Depth
T	Fill Color
U	Units/Case
V	Peg Vert Off

Excel Column	Field
W	Tray UPC
X	Tray Height
Y	Tray Width
Z	Tray Depth
AA	Units/Tray
AB	NestingHeight
AC	NestingWidth
AD	NestingDepth
AE	Nest.Meth.Horiz
AF	Nest.Meth.Vert
AG	Nest.Meth.Depth

3. Performance Fields Only

Excel Column	Field
A	ID / UPC
B	Price
C	Cost

Excel Column	Field
D	VAT %
E	Sales
F	Profit

Excel Column	Field
G	Movement
H	Hist SL
I	Manual Inv

 When you select option 3, performance fields only, **Retail Shelf Planner** will interpret column A either as the ID or the UPC for the product, depending on the setting you select for Match Product On in the Import dialog.

 For more information about the different fields and how they can be used to your best advantage, see the white paper "*Productdatabase & Live Images*".

 It's sometimes convenient to insert a temporary column in the spreadsheet when you're updating the data in it. Don't forget to remove these columns when saving the final version of the spreadsheet, as they will change the order of the columns, and thus the way **Retail Shelf Planner** will interpret (and import) the data into your planogram.



Importing product information, continued

QUESTION 2: HOW TO DEAL WITH NEW AND EXISTING PRODUCTS?

In some cases you're starting from scratch, and have no products in the planogram yet. In other cases, you're taking an existing planogram as the basis for your new proposal. Depending on the situation, you may have different requirements on how **Retail Shelf Planner** should combine the product information in the spreadsheet with the data that is already in the planogram.

You have the following options:

1. *Update existing, and add new products.*

This is the most commonly used option. For each row in the spreadsheet, **Retail Shelf Planner** checks if the product already exists in the planogram. (Either merchandised, or unused in the product list.) If it finds it, it will update all values based on the selected layout. If it doesn't find it, a new product will be created and added to the unused product list.

2. *Only update existing products.*

Mostly used if you have an existing planogram where you don't want to make changes to the assortment, but want to make sure you have the most up-to-date product information in the planogram. For each row in the spreadsheet, **Retail Shelf Planner** checks if the product already exists in the planogram. (Either merchandised, or unused in the product list.) If it finds it, it will update all values based on the selected layout. If it doesn't find it, it will skip the product, and continue with the next row.

3. *Only add new products.*

Used when you want to keep the product information in the planogram as-is, but need to add new items to the assortment. For each row in the spreadsheet, **Retail Shelf Planner** checks if the product already exists in the planogram. (Either merchandised, or unused in the product list.) If it finds it, it will skip the product, and continue with the next row. If it doesn't find it, a new product will be created with the values in the spreadsheet based on the selected layout, and added to the unused product list.

QUESTION 3: MATCH PRODUCTS ON

This question deals with the way how **Retail Shelf Planner** should compare products in the spreadsheet with those in the planogram to decide if they are the same. You can choose between the fields ID and UPC.

If the value in the selected field is the same in both the spreadsheet as the planogram, it's an "existing" product, otherwise a "new" product.



The comparison of the ID/UPC between the spreadsheet and the planogram is case sensitive. A product with ID "PR123" will therefore be considered a different product than the one with ID "pr123".

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Importing position information

Most likely you will create planograms most of the time by defining the section and shelves, importing the product data, and then start placing the products on the shelves. In some cases though, you may have already collected the information about which products are on which shelves, and with how many facings. Through the import option, **Retail Shelf Planner** offers a method to quickly build a planogram by importing the position information from an Excel spreadsheet.

CREATE EMPTY SECTION

Before you can import the position information, you'll have to create an empty section with one or more shelves.



It's of course also possible that you open an existing planogram, and use the "Remove All Positions" feature from the Tools-menu to create the empty section.

IMPORTING THE POSITIONS

On the Position Data tab in the Import dialog, select the spreadsheet that holds the position information. This spreadsheet should have the following layout:

Excel Column	Field
A	Shelf Description
B	Product ID
C	Facings

Just like with the import of Product information, you are free to use any description of the columns in the first row. **Retail Shelf Planner** will start reading the data as of row 2.

Before it starts the import, **Retail Shelf Planner** will check if there is a value in cell A2. If not, the import will stop immediately. If there is, the import will continue as long as there is a value in column B.

The Shelf Description in the spreadsheet will be used to identify the shelf where the product should be placed on. If no shelf with that description can be found, the position will not be placed. You can repeat the shelf description for every product you want **Retail Shelf Planner** to place on it, but it is also possible to leave the cells with the repeating values empty. In large planograms this would actually make the import quicker.

Shelf	ProductID	Facings
Shelf 1/1	5449000133847	7
Shelf 1/1	5449000144881	4
Shelf 1/2	8713300074153	4
Shelf 1/3	5449000152404	3
Shelf 1/3	90490668	3
Shelf 1/3	50112784	3
Shelf 1/3	54490802	3
Shelf 1/3	5449000112811	3
Shelf 1/4	7612100031667	3
Shelf 1/4	3175681851634	3

Shelf description for every product to be placed

Shelf	ProductID	Facings
Shelf 1/1	5449000133847	7
	5449000144881	4
Shelf 1/2	8713300074153	4
Shelf 1/3	5449000152404	3
	90490668	3
	50112784	3
	54490802	3
	5449000112811	3
Shelf 1/4	7612100031667	3
	3175681851634	3

Without repeating shelf descriptions



The comparison of the Shelf Description between the spreadsheet and the planogram is case sensitive. A shelf with the description "Shelf 1" will therefore be considered a different shelf than the one with ID "shelf 1".



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Importing position information, continued

When a corresponding shelf for the description in column A has been found, **Retail Shelf Planner** will check if there already is a product with the ID in column B. If there is, it will allocate that product on the shelf. If the product doesn't exist yet, **Retail Shelf Planner** will create it for you. Its dimensions will be 10cm x 10cm x 10cm if you work with decimal measurements, or 2.5" x 2.5" x 2.5" if you work with imperial measurements. It will also be assigned the color red, and the value "NEW" in the field category so that they can easily be identified.

The position will be placed with the number of facings that is stated in column C, Orientation "*Front*", Cap Style "*No Cap*", and Merch Style "*Units*".



When importing positions in a planogram where there are already products allocated, the imported positions are added to the right of the positions on the shelves and hanging bars.



Importing positions works for shelves and hanging bars. All positions in the spreadsheet that are linked to pegboards will be skipped.

UPDATING FROM PRODUCT LIBRARY

After you have imported the positions, you most likely want to add additional product information and the right dimensions to the imported products/positions.

Retail Shelf Planner allows you to do that automatically: if you tick the box "Automatically update from Product Library", the software will immediately do an update from the spreadsheet with product information that you select in the dialog. Just like with a normal update, you have to indicate what the layout of the spreadsheet is, so that **Retail Shelf Planner** loads the data in the proper way.



Troubleshooting

Find below some questions/issues related to importing that **Retail Shelf Planner** users have contacted us with in the past.

Q: AFTER THE IMPORT, ALL THE POSITIONS HAVE DISAPPEARED

A: You better check if the columns in the spreadsheet are in the correct order, and if there are no extra columns that caused the Height, Width and Depth columns to be moved to another location than columns Q, R, and S where they should be.

When you merchandise in trays, you may also want to check the columns with tray dimensions: X, Y, and Z.

Note: all products where one or more of the dimensions are zero will be removed from the shelves.

Q: IMPORTED PRODUCT(S) DON'T SHOW UP IN THE ALLOCATE PRODUCTS DIALOG

A: At the end of the import, **Retail Shelf Planner** shows a small summary screen of the number of products that have been added, updated, and skipped. Make sure that the import not only evaluated the products in the spreadsheet, but actually added them to your planogram.

In the Allocate Products dialog, check the following:

- ✓ Does **Retail Shelf Planner** show a message that there are products with missing dimensions?
- ✓ Is it possible that the filters that are active, exclude your imported product(s)?

Through the Product List you can check all products that are currently part of the planogram. Use the filter on the top left, to quickly check if your missing product(s) are not listed in the Allocate Product dialog because one or more dimensions are missing.

Q: IMPORT STOPS WITH A MESSAGE THAT SOMETHING IS WRONG WITH THE SPREADSHEET

A: WAIT!!! Don't just click the message away, but read it carefully. Through messages like this **Retail Shelf Planner** tries to inform you as much as possible about what went wrong. In error-messages during an import, **Retail Shelf Planner** usually refers to a row where the problem occurred.

Make a note of it before you close the message, and end the import. Then open the spreadsheet and go to the row that was mentioned in the error-message. Check the cells to see if all data is correct.

Import problems are often caused by errors in formulas, or strange results from exports from ERP-systems.

- ✓ Look for values like #N/A or NULL in columns where there should be numbers.
- ✓ Also check if monetary values in columns like Price, Cost, Sales, and Profit are numbers, and not texts looking like a number with a currency symbol in front of it.
- ✓ Last, but not least, have a close look if the exchange of data with another system didn't mess up your numeric values due to different decimal separators.



Troubleshooting, continued

Q: I AM IMPORTING ALL MY PRODUCTS AND IT TAKES VERY LONG

A: When you're importing products into the planogram, it's best if you limit these to the category that you'll be working on. Including the products of all categories that your business covers, but that are not applicable to this planogram only causes unnecessary overhead and delays.

We suggest you set up a spreadsheet for each category, as this speeds up the importing, and will make working on the planogram more efficient.

If you're talking about only a few hundred products, but it still takes long, you may want to check if there is something going on with loading your Live Images:

- ✓ Maybe a slow network connection? Live Images stored on the local hard disk load a magnitude faster.
- ✓ Or are you working with images that each are several megabytes large? "Internet website size" is usually more than sufficient for proper display and printing in **Retail Shelf Planner**, and require less memory and processing time.

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About the author:

Erwin Bergsma is a Dutch national with an international mindset. He has an extensive background in the retailing industry that started back in the 1980's with a regional chain of bookstores in the Netherlands. Later he worked in the buying and merchandising department of Albert Heijn, the largest Dutch grocery-retailer.

During a 14 year career in consulting, account management and marketing with the global market information specialist A.C.Nielsen he built up an in-depth knowledge in the areas of data analysis, Category Management, floorplanning, spacemanagement and assortment planning. Having had local positions in the Netherlands, as well as European and global Marketing positions, Erwin has a broad understanding of the differences and similarities of retailing in many parts of the world.

In 2005 he founded Global Retail Business Solutions, providing specialist software applications and consulting services to companies in the FMCG and CPG business.

Over the years he has worked with many retailers and suppliers, ranging from relatively small locals to large multinationals, in virtually all distribution channels, including Food, Drug, Do-It-Yourself, Convenience, and Mass Merchandising, providing him with a unique and multi-faceted view on the retailing business.



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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 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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