

# link

## CASES

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FOOD  
WASTAGE



SPACE  
MANAGEMENT



VIDEO  
ANALYTICS



RETAIL  
SOLUTIONS



SPACE MANAGEMENT  
**SUPERMARKET  
CASE**

**CASE - LINK PLACES**

THE BEST PRODUCTS PLACED AT  
THE BEST PLACES IN STORE

- Optimize sales
- Optimize gross profit

## CASE SUMMARY

### SPACE MANAGEMENT - FLOOR

25% of all sales in a Supermarket comes from sales on the floor – from pallet squares and end gondolas.

50% of sales comes from 5% of the products.

The whole idea behind Link Places is to put the best products on the best places – and measure, learn and improve.

Our tools do the automatic registration, measurements and analytics –and assist in improving both turnover and gross profit.

This is a well proven tool in in this case we show the core principles –and what kind of results to expect.



# Fundamental retail principle: **THE BEST PRODUCTS ON THE BEST PLACES**

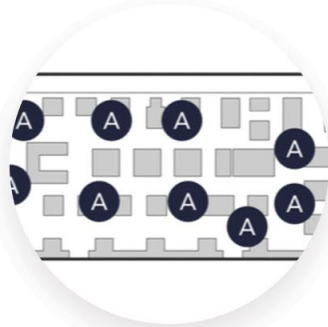
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The Best Products



Placed In The Hot Zones



At The Best Places



With Good Pricing And POS



Good On Shelf Availability

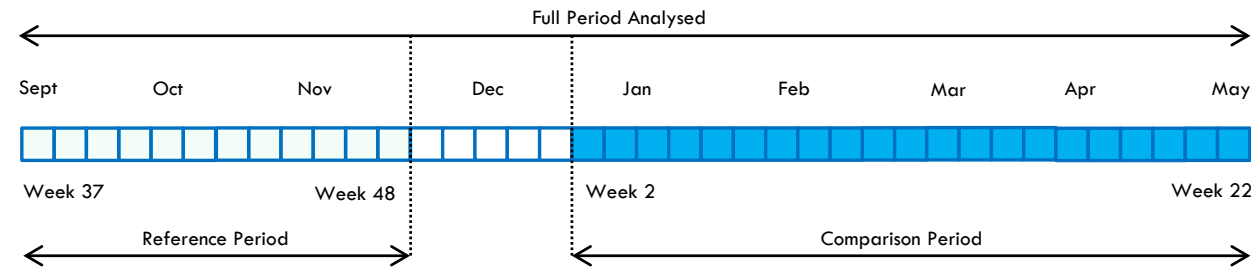


Right Tools To Measure  
Performance

# SUPERMARKET – EXAMPLE

Objective: Increase gross margin

## Timing Explanation



# TOP PERFORMING PRODUCTS

## TOP 25 PRODUCTS (28% OF SKU = 65% OF MARGIN)

## PILOT STORE

Ranking Position Gross Margin	Previous Ranking Position	Ranking Position Sales	Product Name	Daily Gross Margin	Daily Sales	Product Type
1	1	2	Bakevarer plukk & mix stk	510	1 278	regular
2	NA	1	Antipasti spekebrett 120g jacobs utvalgt	449	1 372	regular
3	2	7	Egg god morgen frittgående m/11 2stk prio	439	1 152	regular
4	NA	3	Culatta 70g jacobs utvalgte	389	1 238	regular
5	NA	10	Parmaskinke 70g jacobs utvalgte	377	863	regular
6	NA	17	Kampanje lerstang kyllinglår grillert lv	349	667	regular
7	4	5	Andeconfit fersk 2stk gårdsand	332	1 193	regular
8	NA	11	Hamburger 2x150g meny	331	831	regular
9	3	8	And bryst fersk ca300g	328	1 116	regular
10	5	14	Valnøttkjerner 200g eldorado	317	732	regular
11	6	16	Salami napoli san gennaro 80g jacobs	303	684	regular
12	18	13	Hamburger angus 2x150g meny	277	742	regular
13	8	4	Serrano skinke 80g porxas	268	1 217	regular
14	13	15	Toalettpapir soft 24rl unik	267	695	regular
15	NA	22	Brokkolisalat m/bacon lv	244	492	regular
16	10	18	Toalettpapir soft 6rl unik	244	635	regular
17	9	9	Evergood classic filtermalt 250g	244	904	regular
18	11	21	Tonic water 0,5l fl schweppes	237	495	regular
19	12	12	Crispy duck kit m/pannekake 510g jacobs	233	751	regular
20	NA	6	Spareribs babyback bbq 800g folkets	232	1 156	regular
21	14	19	Pepsi max 0,33l bx	213	559	regular
22	17	24	Selskapsrter 250g nora	203	428	regular
23	16	31	Mellombar sjokolade&krisp 138g eldorado	195	363	regular
24	15	23	Chillikreps salat 180g eldorado	182	477	regular
25	7	25	Cashewnøtter saltet 150g eldorado	173	416	regular



# TOP PERFORMING PLACES

## PLACES RANKING

## PILOT STORE

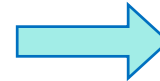
Placement	Sales	% Sales	Gross Margin	% Gross Margin	Ranking Position Sales	Ranking Position Gross Margin
1	180 160	13%	73 763	14%	1	1
10	152 004	11%	58 661	11%	2	2
9	136 586	10%	46 276	9%	3	8
2	128 877	9%	46 228	9%	4	9
4	127 644	9%	45 855	9%	5	10
6	127 098	9%	52 342	10%	6	3
3	126 384	9%	46 919	9%	7	6
8	120 939	9%	50 480	9%	8	5
7	117 232	9%	51 090	10%	9	4
5	107 325	8%	46 744	9%	10	7
P1	34 593	3%	16 941	3%	11	11
P2	3 606	0%	1 133	0%	12	12



## SUPERMARKET – EXAMPLE

Objective: Increase gross margin

Week 37-48 – 2018	
Avg. Weekly Sales	NOK 33.170 / 100%
Avg. Weekly Gross Margin	NOK 10.692 / 100%



Week 2-22 – 2019	
Avg. Weekly Sales	NOK 40.460 / 123%
Avg. Weekly Gross Margin	NOK 17.215 / <b>161%</b>

**THE AVERAGE WEEKLY GROSS MARGIN IMPROVEMENT  
2019 HAS BEEN NOK 6.523 / USD 779**

CALCULATED ESTIMATED IMPROVEMENT 52 WEEKS IN 2019

**NOK 339.200 / USD 40.500**





link  
RETAIL