

link

C A S E S



FOOD
WASTAGE



SPACE
MANAGEMENT



VIDEO
ANALYTICS



RETAIL
SOLUTIONS

CASE LINK SHELVES GROCERY

THE BEST PRODUCTS and THE RIGHT RANGE
MERCHANDISED IN THE OPTIMAL WAY.

LINK SHELF OPTIMIZER

- ✓ Visual sales performance
- ✓ Increase sales, Quantity &
- ✓ Gross Profit
- ✓ Real time monitoring of any shelf
- ✓ Easy and fast installation
- ✓ Unique & sophisticated technology
- ✓ Inexpensive with short pay-back time



**2-15 % SALES
INCREASE**

WHAT IS THE SHELF OPTIMIZER?

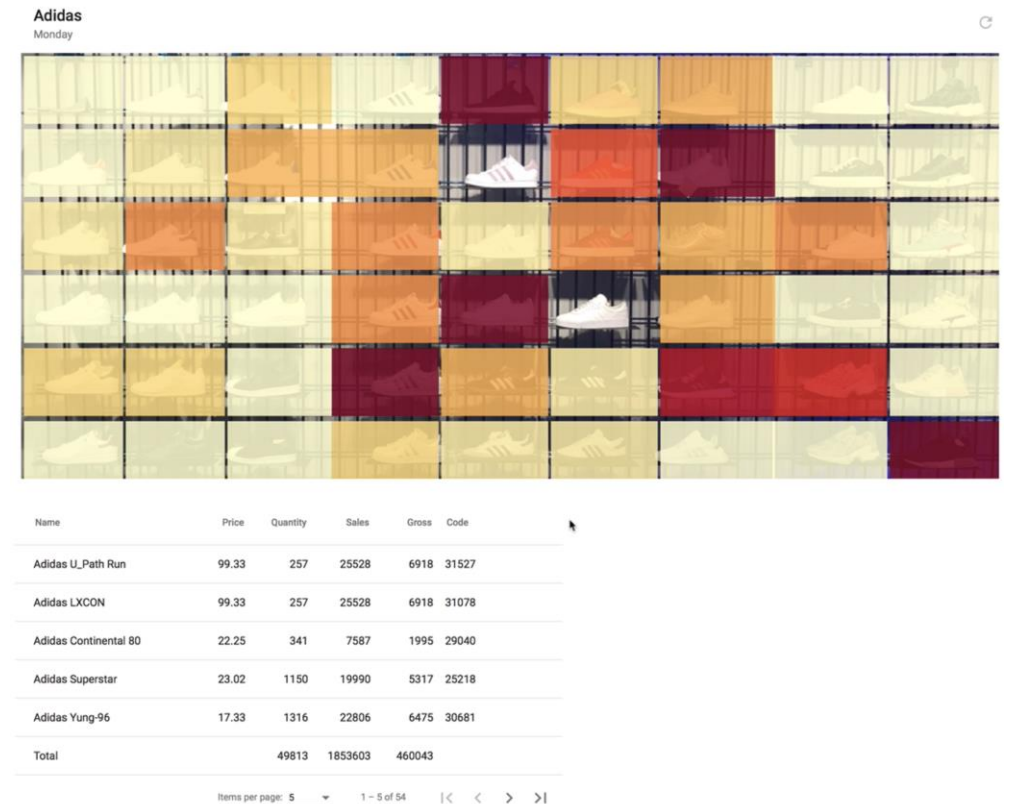
AUTOMATICALLY GENERATED SHELF PERFORMANCE

REAL TIME SALES IN A SHELF

When we are directly connected sales data –or POS data of a retailer, we are able to measure and display real time how a shelf is selling at any time – or to be more precise, how each and every product in a shelf is selling at any time, in any part of the shelf.

CONTINUOUS IMPROVEMENTS

Based on every day sales results we are able to increase sales in shelf more or less immediately





CASE SUMMARY

SPACE MANAGEMENT - SHELF

75% of all sales in Grocery stores comes from sales from shelves.

50% of sales comes from 5% of the products. There are also certain places in a shelf selling better than others

The whole idea behind Link Shelves 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.

STANDARDIZED SYSTEM AND PROCESS...

OUR CORE PROCESS

1. Start with measuring the INPUT SHELF
2. Decide objective
3. Decide Subcategories
4. Calculate and decide range
5. Decide place for sales and number of facings
6. Decide core merchandising principle

DECIDE THE OBJECTIVE?



SHARE OF SALES



SHARE OF ITEMS SOLD /TRAFFIC

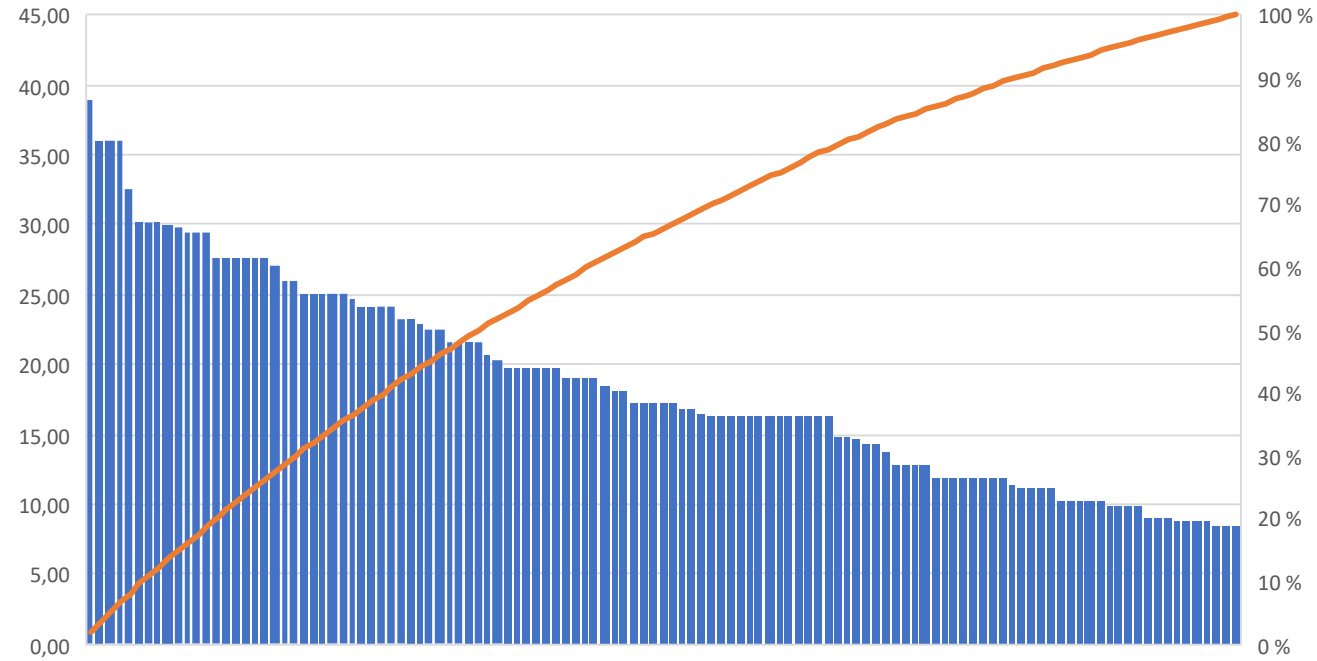


SHARE OF GROSS MARGIN



EACH COLOUR REPRESENT 25% OF THE TOTAL VALUE

OPTIMIZE RANGE



40% of the products represent 75% of the total value

CORE PRINCIPLE

ASSESS - CHANGE - TEST - LEARN - OPTIMIZE



BESTSELLERS & SHELF

Product & Bestsellers beats best place.

Product & Bestsellers beats number of facings.



TEST OF DIFFERENT SHELF OPTIONS



Start with measuring the INPUT SHELF



RANGE : Test with reduced number of SKU's.

TEST OF DIFFERENT SHELF OPTIONS



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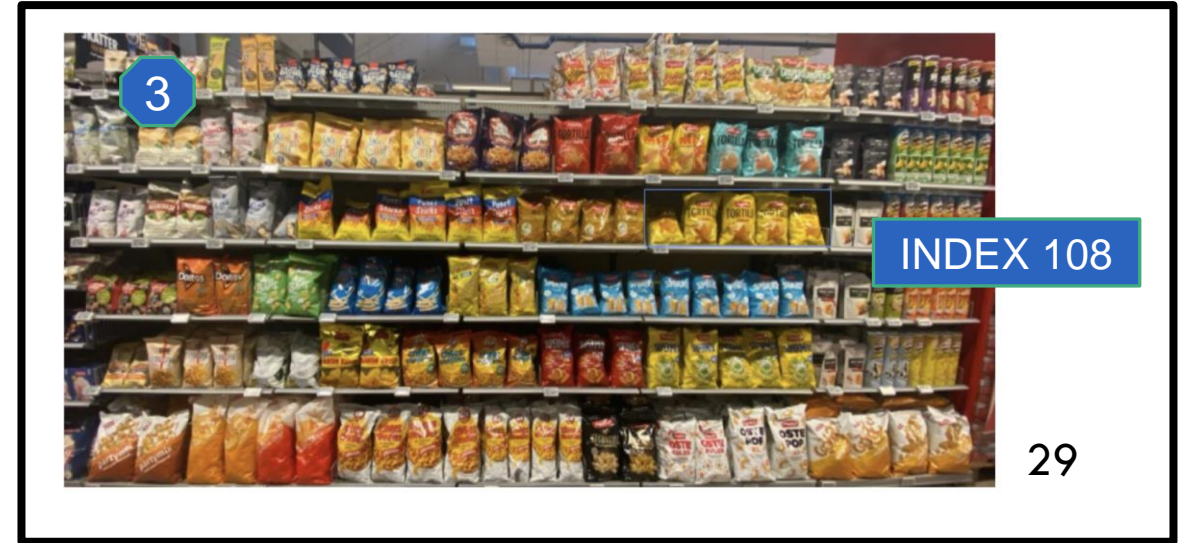
TEST different merchandising principles



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TEST different merchandising principles

CHOOSE THE WINNING SHELF OPTION AN MOVE ON TO THE NEXT SHELF





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