

link

CASES



FOOD
WASTAGE



SPACE
MANAGEMENT



VIDEO
ANALYTICS



RETAIL
SOLUTIONS

CASE LINK SHELVES LIQUER & MORE

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?

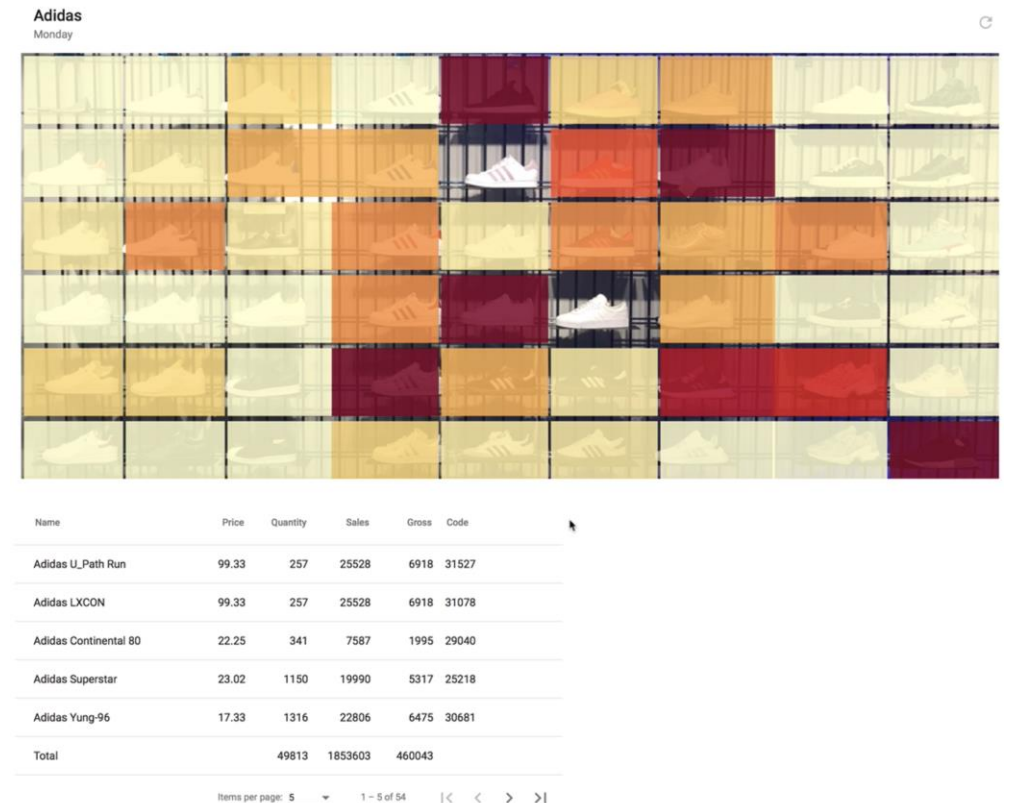
AUTOMATICALLY GENERATED SHELF PERFORMANCE

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.

AUTOMATICALLY GENERATED SHELF PERFORMANCE

EXAMPLE CHOCOLATE SHELF

Week 1-2
Quantity : 402
Turnover : 4314



No of customers 17677
Quantity /each customer : 0,022
Turnover / each customer 0,244



INDEX 100

Week 3-4
Quantity : 489
Turnover : 4569



No of customers : 19041
Quantity /each customer : 0,025
Turnover / each customer 0,239

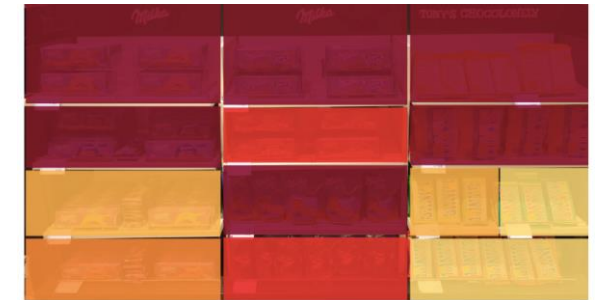


INDEX 106

Week 5-6
Quantity: 535
Turnover: 4855



No of customers: 18882
Quantity /each customer: 0,028
Turnover / each customer : 0,257



INDEX 113

QUANTITIES SOLD FROM SHELVES VODKA



14,90,-

VS.



51,90,-

Too much place given to
BESTSELLER LOW PRICE

SALES UPLIFT COULD HAVE
BEEN HIGHER

TRY again with with another
MIX

VODKA – INCREASED TURNOVER

Week 1-2
Quantity : 261
Turnover : 8482



No of customers 18882
Quantity /each customer : 0,013
Turnover / each customer 0,449
INDEX 100

Week 3-4
Quantity : 278
Turnover : 8005



No of customers 19041
Quantity /each customer : 0,014
Turnover / each customer 0,420
INDEX 94

Week 5-6
Quantity : 264
Turnover : 8696



No of customers 17677
Quantity /each customer : 0,014
Turnover / each customer : 0,492
INDEX 110

VODKA + 10%

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Quantity /each customer : 0,014
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QUANTITIES SOLD FROM SHELVES

GIN



One brand
«takes it all»

GIN – GOOD RESULTS

Week 1-2
Quantity : 676
Turnover : 21609



Week 3-4
Quantity : 847
Turnover : 25223



Week 5-6
Quantity : 728
Turnover : 21589



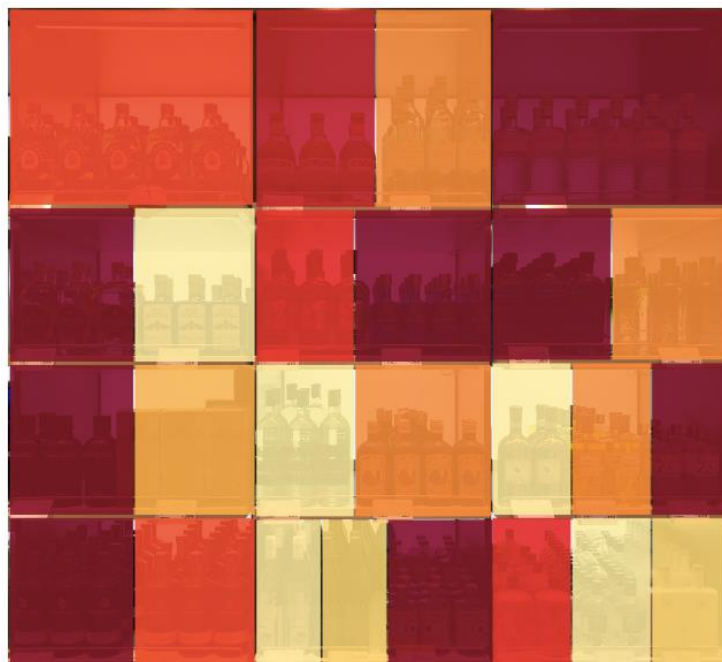
No of customers 18882
Quantity /each customer 0,035
Turnover / each customer 1,144
INDEX 100

No of customers 19041
Quantity /each customer 0,044
Turnover / each customer 1,325
INDEX 116

No of customers 17677
Quantity /each customer 0,041
Turnover / each customer 1,221
INDEX 107

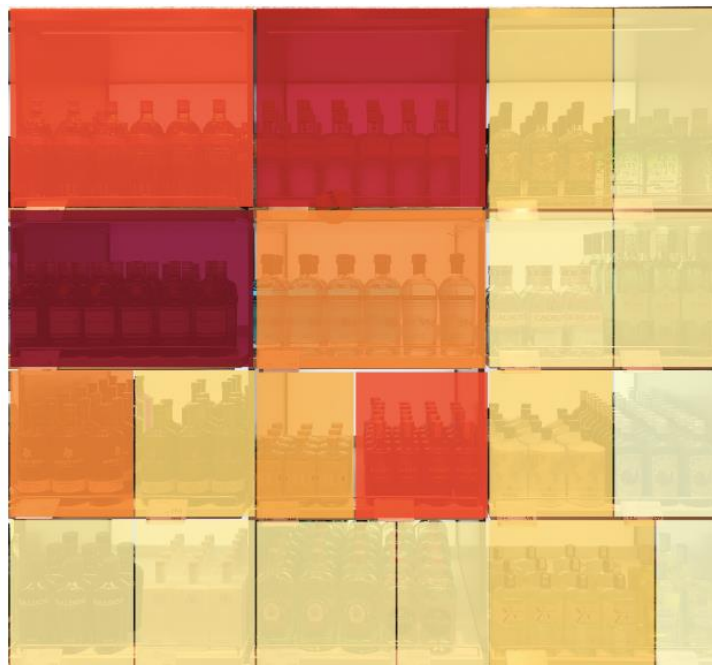
GIN + 16%

Week 1-2
Quantity : 676
Turnover : 21609



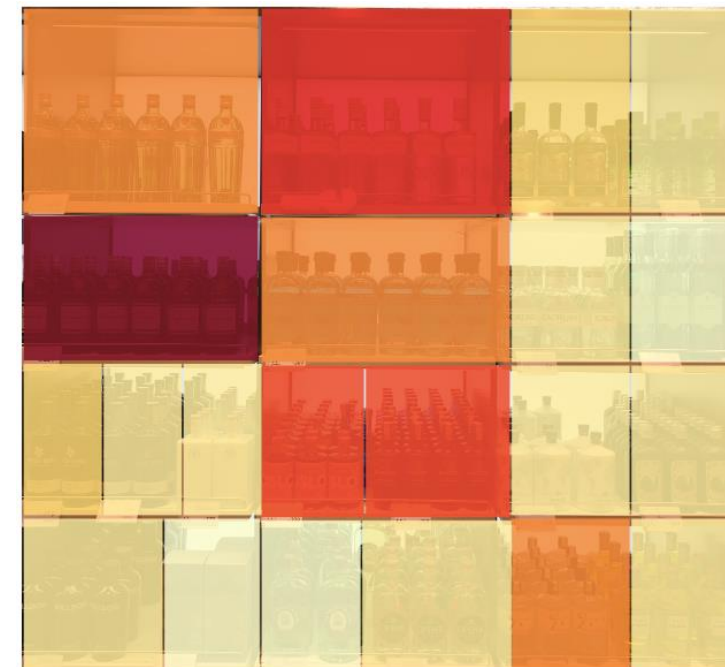
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RETAIL