

# Space Planning



## Maximize your profits with space planning

Set your sights on Blue Yonder's space planning, the market's definitive planogram solution implemented by thousands of the world's leading manufacturers, wholesaler-distributors and retailers. Part of Blue Yonder's comprehensive category management solution, space planning enables you to quickly and profitably construct, manage, analyze, optimize and distribute detailed in-store planograms. With space planning's store-specific micro-merchandising capabilities, you'll efficiently execute category plans that optimize the position, performance and layout of product categories to precisely meet local consumer demand, drive sales and maximize your profits.

## Why go at it alone? Rely on Blue Yonder, the industry leader

Retailers and suppliers each strive to improve company profitability and enhance customer satisfaction. However, typical industry challenges often hinder their efforts. Store fixtures are filled, but not necessarily with the right products. Without accurate shelving and fixture data, it is difficult to know exactly how much space is available to support consumer demand. As a result, products can sit gathering dust in the warehouse or stockroom instead of driving sales on the retail floor.

Efficiently sharing insightful product assortment knowledge with trading partners presents another challenge. While suppliers know their products' every selling point, retailers need to better exploit their category expertise. Overcoming these challenges and achieving corporate goals requires optimizing space management initiatives, and space planning helps you do that.

## Real results

Reduce out of stocks by

# 25%

Increase efficiency by

# 50%

Revenue lift of

# 2%

## Space planning capabilities within easy reach

Space planning enables a true enterprise-wide space and category management solution with seamless integration to comprehensive floor planning, assortment optimization and other critical process applications. This solution enhances overall communication, improves workflows and helps facilitate smarter decisions and improved accuracy.

Because retailers and suppliers bring unique knowledge to assortment management, space planning facilitates effective collaborative planning. Retailers have a pulse on consumer buying habits, prevailing sales trends and company targets and budgets. Suppliers have intimate product and competitive knowledge and can assemble first-rate product assortments. Space planning enables suppliers to apply their knowledge and recommend the optimum visual presentation. Retailers can then more easily execute and maintain core assortments and ensure that each store's product assortments align with consumer preferences.

Space planning also facilitates improved communication and efficiencies within your organization by enabling realistic planograms to be quickly viewed, printed and distributed. You'll eliminate the need for frequent remerchandising and merchant store visits, as store employees can easily manage store layouts and more accurately display product assortments.

Both hardlines and softlines retailers benefit from Blue Yonder's innovative space planning capabilities. Featuring a sophisticated architecture and an advanced graphics engine, space planning delivers unsurpassed visual reality for three-dimensional merchandising displays and advanced fixturing. Space planning enables you to manage realistic planograms that include custom fixtures and curved shelves, as well as slat walls complete with signs and textures. Beyond merchandising aesthetics, the solution helps you match merchandise strategy with consumer behavior.

For increased agility and streamlined planning activities, space planning enables you to manage multiple planograms simultaneously. You'll improve

consistency and accuracy by easily adding or replacing products across your entire planogram set. The capability further enhances productivity by enabling you to move an entire planogram segment at the same time, rather than in pieces. This is particularly important as you merchandise door coolers and complex multi-part fixtures.

Proactive what-if scenario planning capabilities alert you to errors or warnings before the space plans are generated. This enables more successful, profitable merchandise plans with less user interaction. To simplify decision making, space planning also features advanced functionality for cross-planogram analysis, custom formula development and comprehensive reporting.

Space planning enables you to quickly analyze each product on each planogram for profitability, sales, movement, attributes and many other related measures. You can easily determine the amount of product that can sell, how long it will take to sell, and how much must be kept in stock. Inventory modeling determines target inventories for each product, helping reduce inventory costs and drive sales by keeping the right amount of product on-hand.

Space planning also enables you to maintain the exact dimensions and types of fixtures at each store. You'll know how much merchandise space is available and how much product will fit on each fixture. With these extensive analysis capabilities, you'll eliminate inaccurate assortments, optimize inventory levels and maximize selling-space effectiveness.

Stock-outs are detrimental to business, but markdowns are just as undesirable. Because space planning aids in cluster and store-specific assortment management, you can fine-tune your planograms at corporate headquarters. You'll ensure the right quantities of the right products are assigned to the right store groups, requiring fewer markdowns and reducing merchandise transfer costs.



Luminate Retail

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