

Techniques of Shelf Management

Courtesy of Heublein, Inc.

Increase profits immediately by identifying consumer preferences and allocating shelf space accordingly.

Maximize the profit potential in your store:

Remember The Shelf BASICS To Increase Sales!

Brand Consolidation

- Create brand billboard by stacking all sizes together.

Advantageous Distribution

- Stock key sizes/types for consumer choice, where volume justifies.

Space To Sales

- Space equal to market share maximizes return on investment.

Impulse Position

- Set premium priced items on upper shelves.

Category Grouping

- Block categories in vertical sets for easier shopping.

Size Trade Up

- Increase sizes from left to right to enhance sales of larger sizes.

Manage your profitability and cash flow by effectively managing your shelf space.

**Make your shelf work harder for you.
START TODAY!**

Recommended Traffic Pattern/Shelf Position

Most Favorable Positions

- impulse products
- high priced/high profit items

Least Favorable Positions

- planned purchase products
- high volume/low profit items

Shelf Position In Relation To Sales & Margin

Top shelf	High profit/low volume items
Eye level shelf	High profit/high volume items
3rd shelf	Medium profit/high volume items
2nd shelf	Medium profit/medium volume items
Bottom shelf	Low profit items

Allocation Of Space

- Allocate space in proportion to brand's Return on Investment.
 - Industry studies prove that volume and profits will increase.*
- Where do you find space?
 - set brands per their category share
 - discontinue low profit items
 - eliminate slow moving items

*Source:

Progressive Grocer — "The Dillon Study"

"If high profit/high volume brand is underspaced, increasing facings by 1/3 would increase your volume by 42%."