

# FLOOR PLANNING (MACRO SPACE)

## What is Macro Space Planning?

Taking the layout of your store and using sales data & analytics to determine how large or small each category should be.

Macro Space Planning can help decrease out of stocks, increase profit per linear foot, and make your customer shopping experience more convenient.

## Service Overview

### Store Map

We help retailers optimize the section sizes of their store to create the best returns per foot. This allows retailers to create space for innovative departments and expand growing departments in their stores.

- References your store's Auto-CAD File
- Smart Fixtures allow you to electronically place & withdraw product on shelving specific to your store
- Allocation Modeling provides easy space allocation based on historical performance (units & sales) specific to your store, or sister store for new constructions
- Software allows for Drag & Drop instant changes (vs. hand written or Excel docs which can be difficult to manipulate)

### Benefits

- Planograms are assigned to the floor plan for easy retrieval via SVHarbor Web Publisher
- Ability to make educated decision based on data metrics included on floor plan
- Department Square Footage and Performance reports
- Easily see under-performing categories
- Financial forecasts & budgeting
- Heat Map report by category based on sales & item movement

## SHELF MANAGEMENT



## WHY CHOOSE UNFI?

Experienced team has mapped over 250 stores to date

Save on software & employee training expenses, especially in limited use situations

Easily obtain outputs, data, and reports on SVHarbor

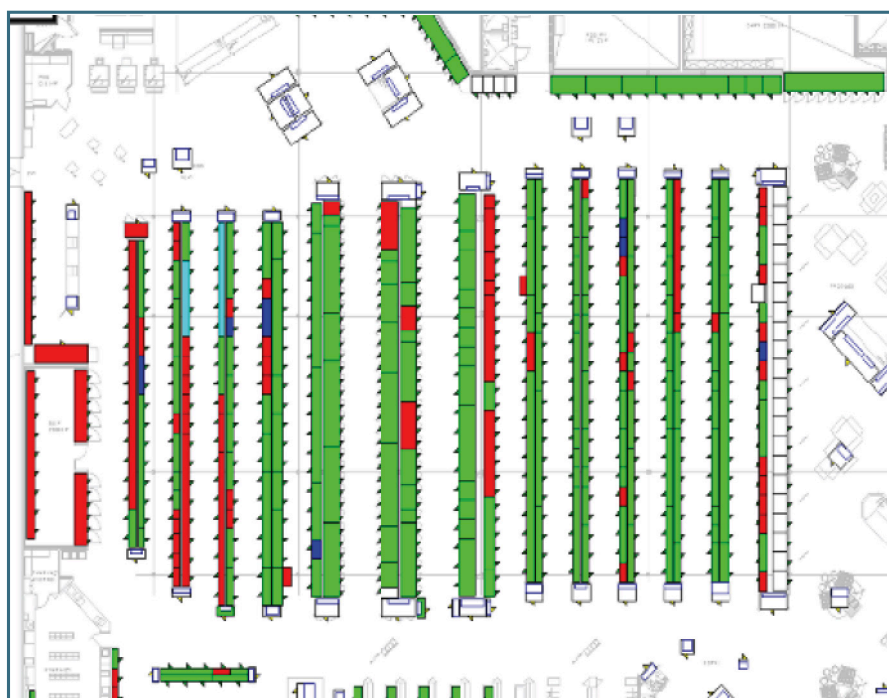
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## SHELF MANAGEMENT

### Requirements

- 3-4 weeks to merchandise floor plan
- Retailer provides POS Data (13-weeks & 52 weeks – Total weekly Avg. Sales \$'s and Unit movement, Item detail)
- AUTO CAD File or Excel Map of the store

### SAMPLE HEAT MAP



### SALES METRICS ON FINAL FLOOR PLAN

8	BAKEWARE GLASS 04 X 78 4 ft	FOILWARE 04 X 78 4 ft	DRIED FRUIT OR GANIC 04 X 72 4 ft AWATHA 4 ft	BAKING PIE FILLING 08 X 72 8 ft
	101 wk 2 6 ft/wk	156 wk 3 9 ft/wk	587 wk 1 47 ft/wk	459 wk 5 8 ft/wk
UT WC	CONV BKFST GRANOLA BARS_ORGANIC 16 X 72 16 ft			CEREAL HOT
k	2042 wk 1 28 ft/wk			856 v 1 07 ft
k	1219 wk 1 02 ft/wk		246 wk 6 2 ft/wk	
X ft	SOUP CONDENSED 12 X 84 CAMPBELLS_RIGHT 12 ft		ORGANIC SOUP 04 X 72 IN AISLE 4 ft	SOUP

	Low Avg Wk Sales \$ High Avg Wk Mvmt		High Avg Wk Sales \$ High Avg Wk Mvmt
	Low Avg Wk Sales \$ Low Avg Wk Mvmt		High Avg Wk Sales \$ Low Avg Wk Mvmt

### SIGN UP FOR MORE INFORMATION

Subject to credit approval. Some services may not be available in international markets.

Store Name: \_\_\_\_\_ Store #: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

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