

STORE MAPPING (MACRO SPACE OPTIMIZATION)

What is Store Mapping?

Our team creates a visual representation of your product movement in your store. We examine aisle flows, category adjacencies and planogram performance, and then we work with you to create the best layout for shopper convenience and optimal sales.

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

Service Overview

Whether you're building a new store from the ground up or planning for a store remodel, store mapping helps 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
- 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 SERVICES



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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