# Planogram Process

STRATEGIC

Define attributes needed to support merchandising analytics and vision.

Analytics to develop the Assortment Planning solution.

Determine what milestones are being reported and tracked going forward. Reports will be generated for measurement.

Import of Data

Creation of Fixtures

Assortment Planning

Merchandising

Execution of Documents
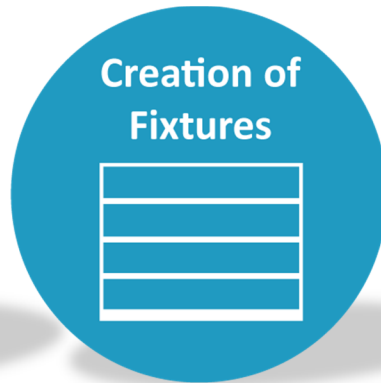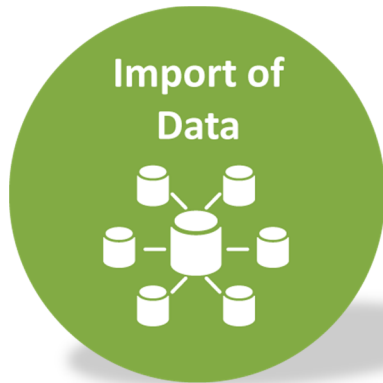
TACTICAL

Set up a library of all potential products to be merchandised. Can be maintained for on-going updates.

Set up a library of fixture components - walls, shelves, slats, subassembly components for display and sign holders. Can be maintained for on-going updates.

Work from predetermined lists or use data with pre-established business rules.

Sequence products in a logical grouping and flow following business rules either provided by client or agreed to in the Assortment Planning stage.

Generate output files for use in field. Includes planograms, item lists and other elements generated from source data. Delivery can be either print or electronic.

HAMACHER RESOURCE GROUP