

Our Merchandising Experience

6000+

Users



8

Countries



18

Customers



10+

Years
Experience(Cumulative)



Key Business Indicators we partnered to drive

Drive Coverage & productivity

- Performance Scorecard
- Delivery Synchronization
- Incentive Mgmt System

Improve Sales efficiency & Same Store growth

- Availability & Visibility Check
- Minimize Out of Stock
- Share of Shelf Check
- Planogram Compliance & Category Management
- Promotions & Price Check

Reduce wastage “Cost to Serve” & improve profitability

- Freshness mgmt during stock check
- Market Return due to Barcode mismatch or Price mismatch

Dedicated Portal for Principal Access

- Principals have access on Key KPI
- Personalized dashboard & reports

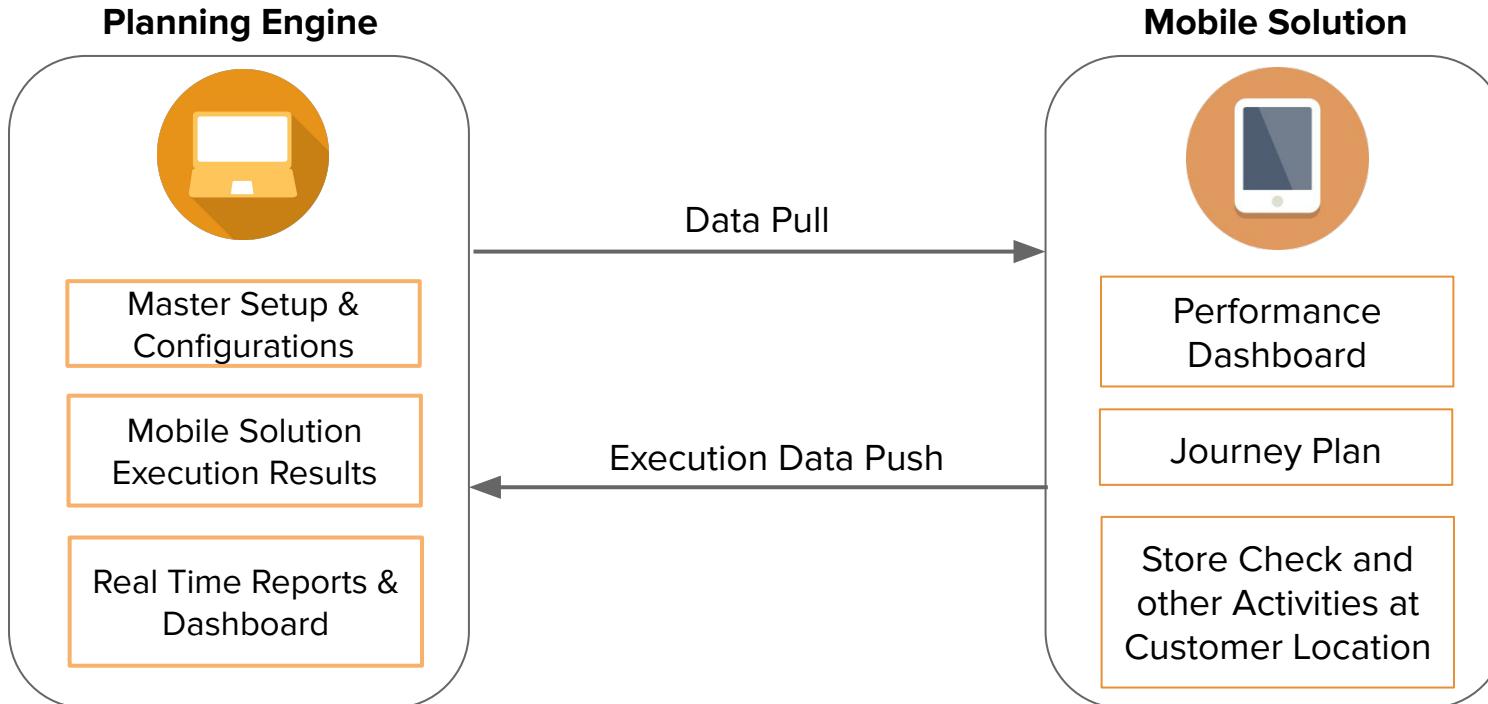
Why WINIT Merchandiser Solution?



- Solution helps in **tracking attendance and time motion analysis** giving time spent in outlets
- Minimize '**Out of Stock**' issues
- **Reduce Wastage** leading to improve bottom line
- Product **freshness** maintained through expiry checks
- **Planogram compliance** leading to **superior category management**
- **Competitor capture** & real time updates allowed instant corrective measures to counter competitions
- **Execution excellence** inside store and back store leading to market share gain

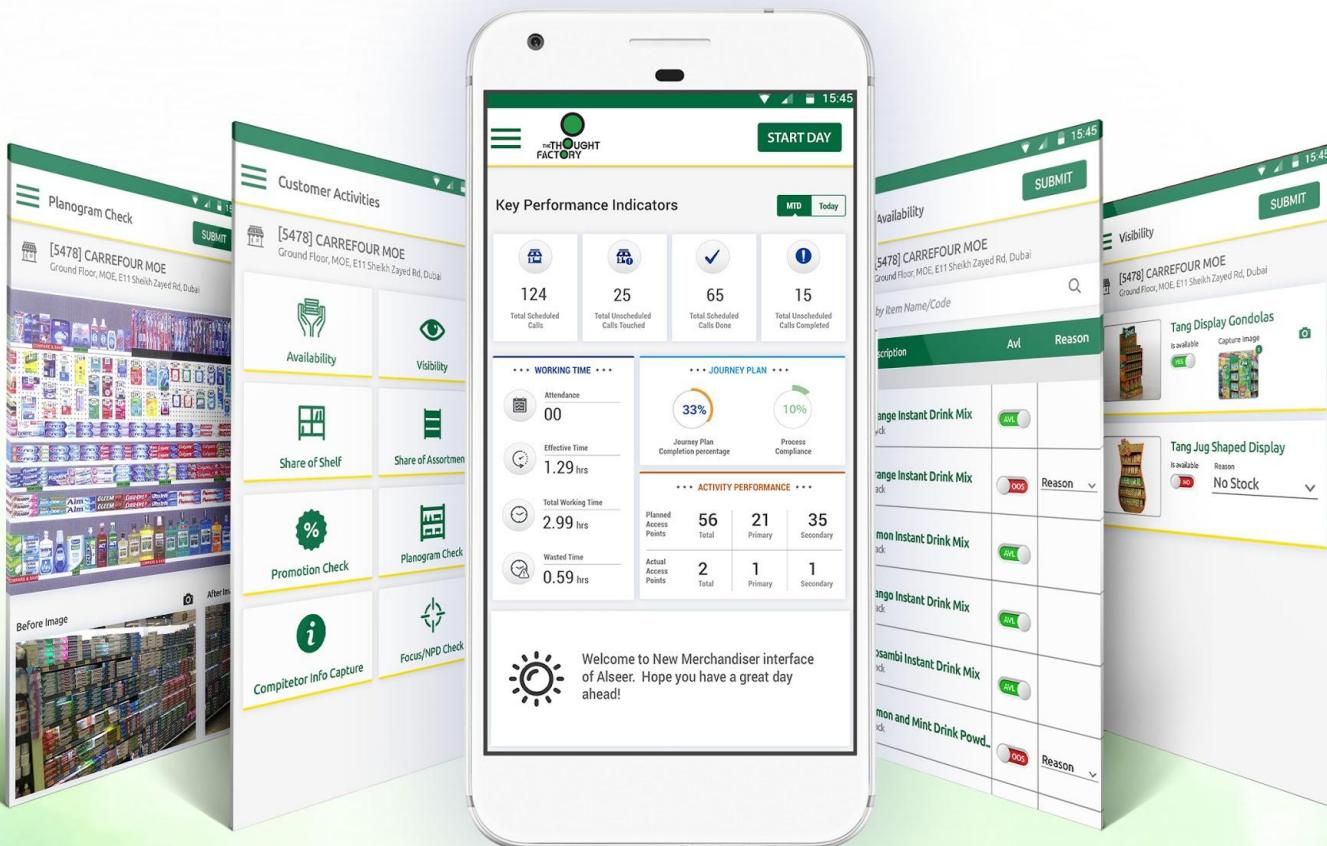


WINIT Merchandising Solution - Components





Merchandising Solution



The image shows three smartphones demonstrating the Merchanidasing Solution app interface. The central phone displays the main dashboard with Key Performance Indicators (KPIs) and a Journey Plan. The left phone shows a Planogram Check with a before-and-after comparison of a supermarket aisle. The right phone shows Availability and Visibility reports for various product categories.

Central Phone (Main Dashboard):

- Key Performance Indicators:**
 - Total Scheduled Calls: 124
 - Total Unscheduled Calls Touched: 25
 - Total Scheduled Calls Done: 65
 - Total Unscheduled Calls Completed: 15
- Journey Plan:** Completion percentage: 33% (Primary), 10% (Secondary)
- Activity Performance:**

Planned Access Points	Total	Primary	Secondary
Actual Access Points	56	21	35
Total	2	1	1
- Welcome Message:** Welcome to New Merchandiser interface of Alseer. Hope you have a great day ahead!

Left Phone (Planogram Check):

- Planogram Check:** [5478] CARREFOUR MOE, Ground Floor, MOE, E11 Sheikh Zayed Rd, Dubai
- Before Image:** Shows a photograph of a supermarket aisle.
- After Image:** Shows a photograph of the same supermarket aisle after a planogram check.
- Checklist:**
 - Availability
 - Visibility
 - Share of Shelf
 - Share of Assortment
 - Promotion Check
 - Planogram Check
 - Competitor Info Capture
 - Focus/NPD Check

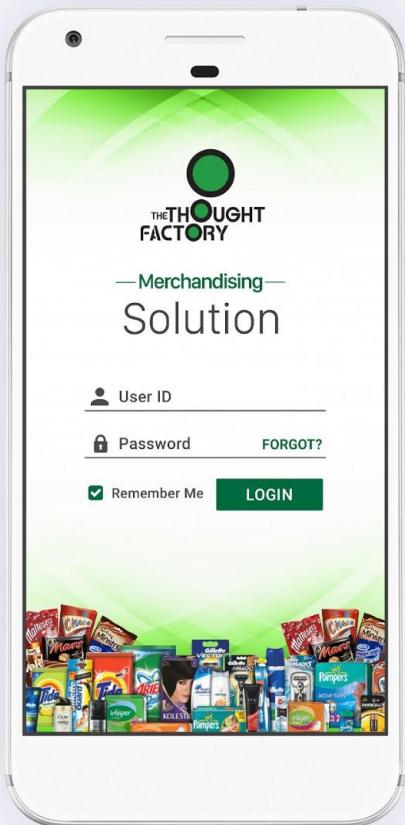
Right Phone (Availability and Visibility):

- Availability:** [5478] CARREFOUR MOE, Ground Floor, MOE, E11 Sheikh Zayed Rd, Dubai
- Search Bar:** by Item Name/Code
- Table:** Shows availability status for various products:

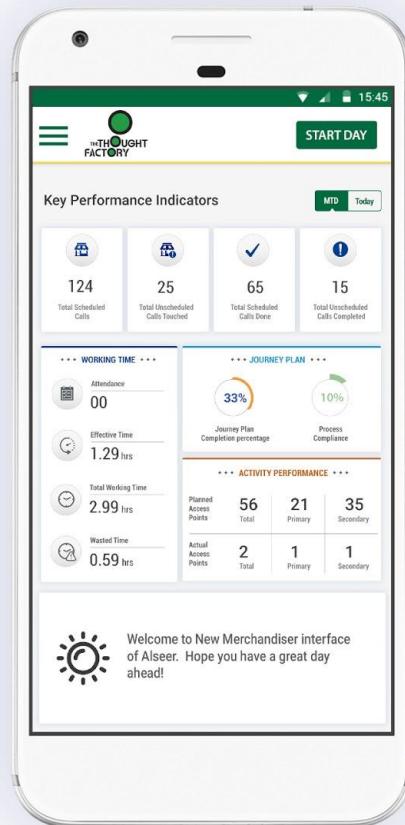
Description	Avl	Reason
Tang Instant Drink Mix	Available	
Tang Jug Shaped Display	Not Available	No Stock
Mon Instant Drink Mix	Available	
Bosambi Instant Drink Mix	Available	
Mon and Mint Drink Powd...	Not Available	Reason
- Capture Image:** Option to capture an image of the product display.



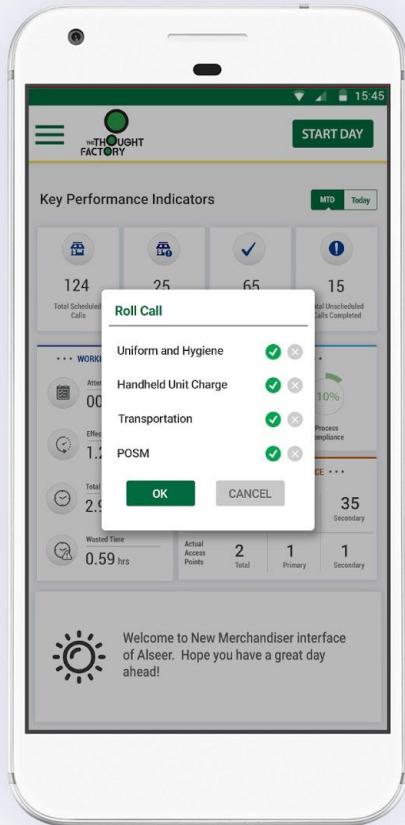
Splash Screen



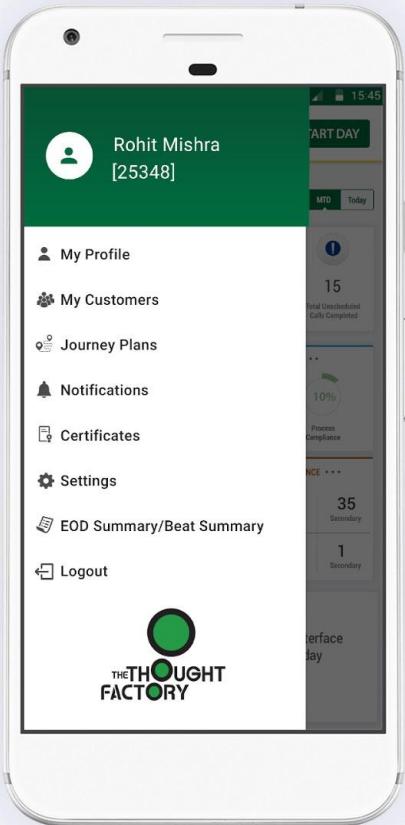
Login



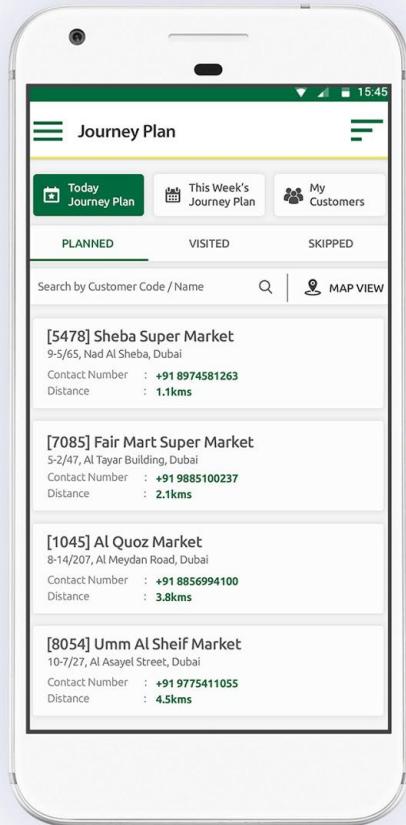
Dashboard



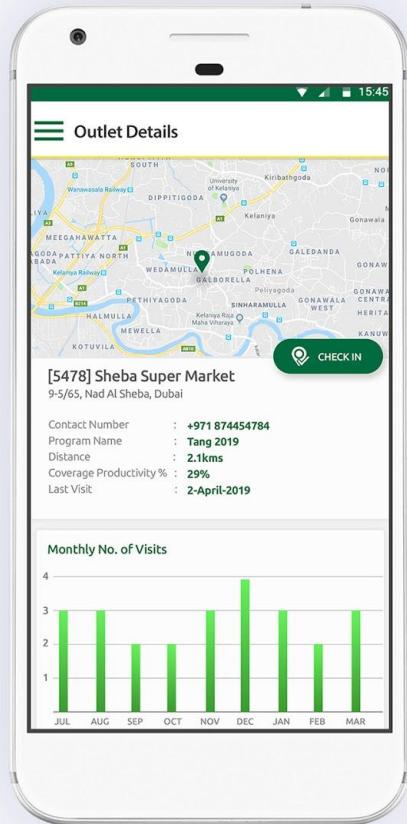
Roll Call Pop-up



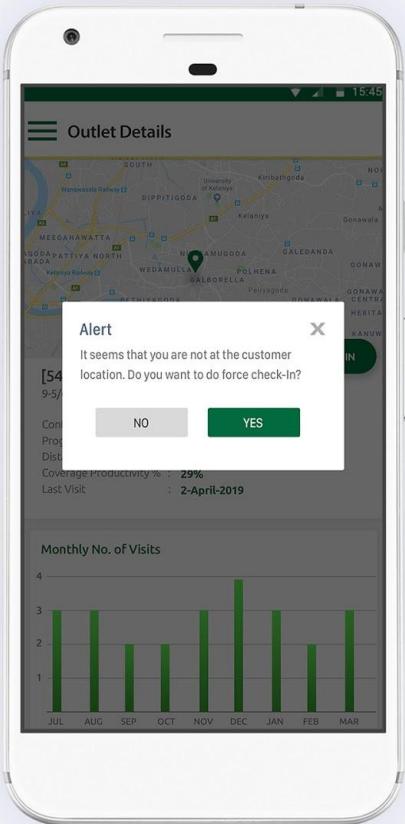
Global Menu



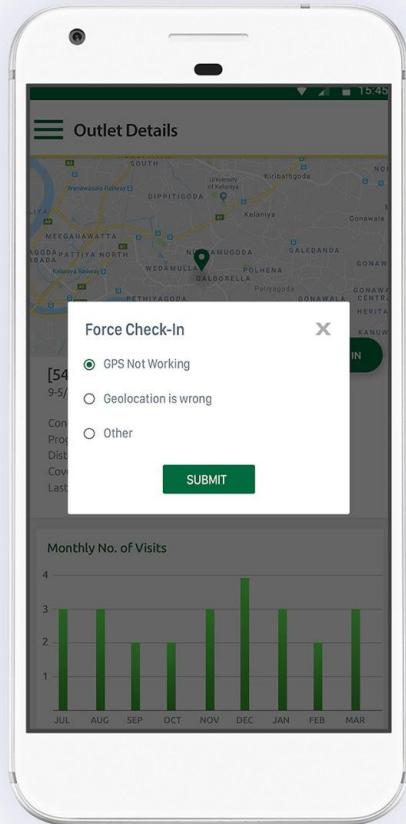
Journey Plan



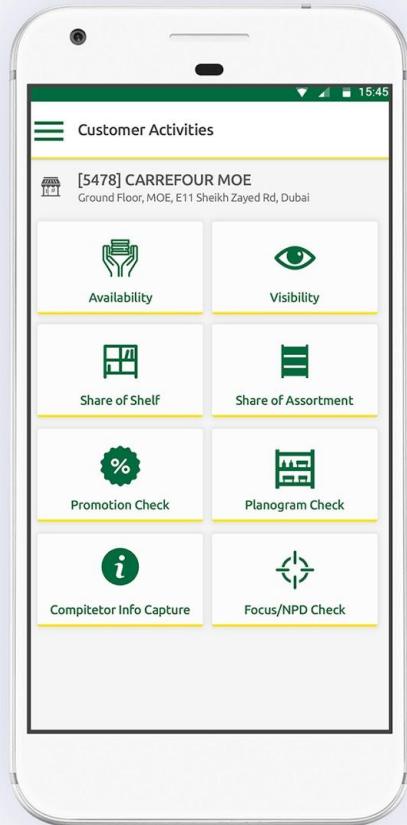
Customer Checkin



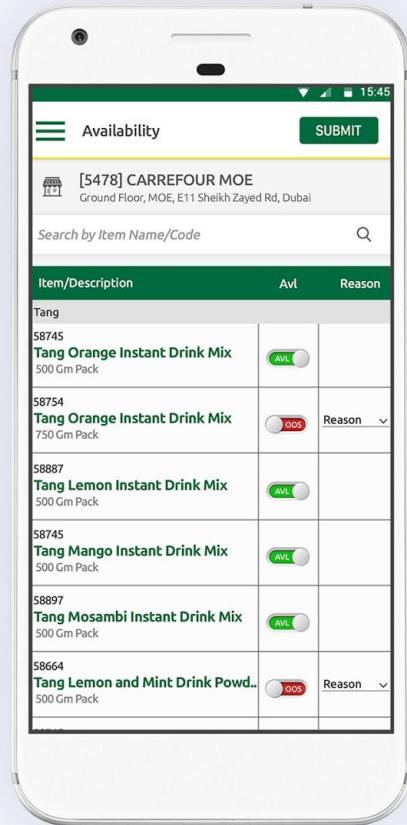
Geo Location Alert



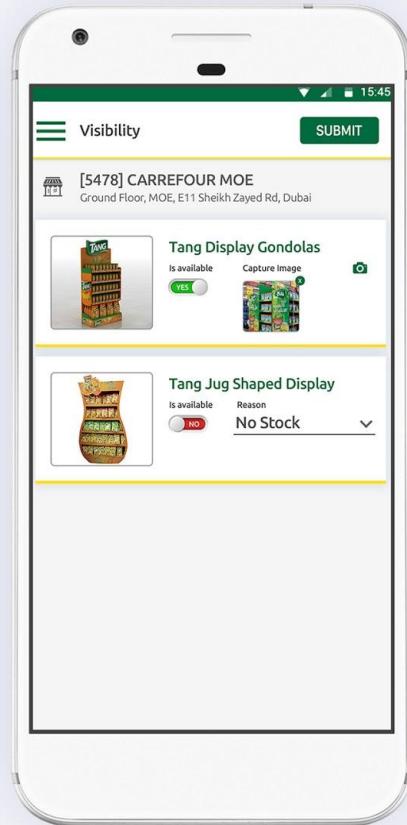
Forced Checkin



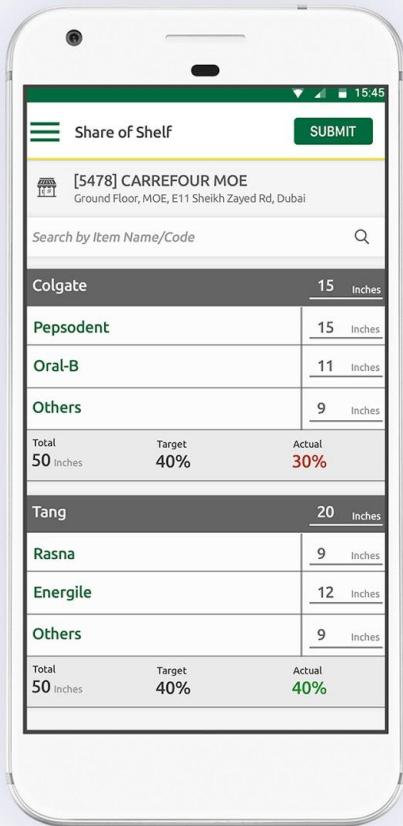
Customer Activities



Availability



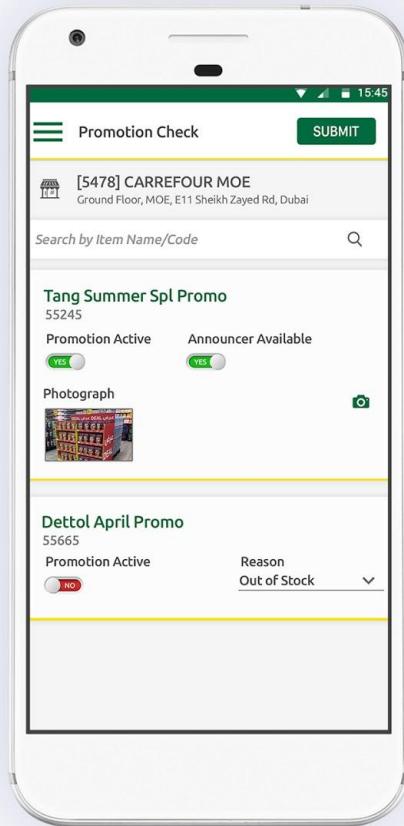
Visibility



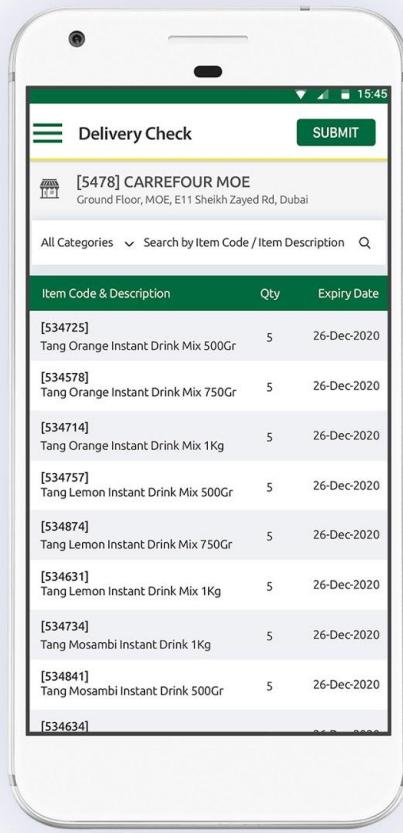
Share of Shelf



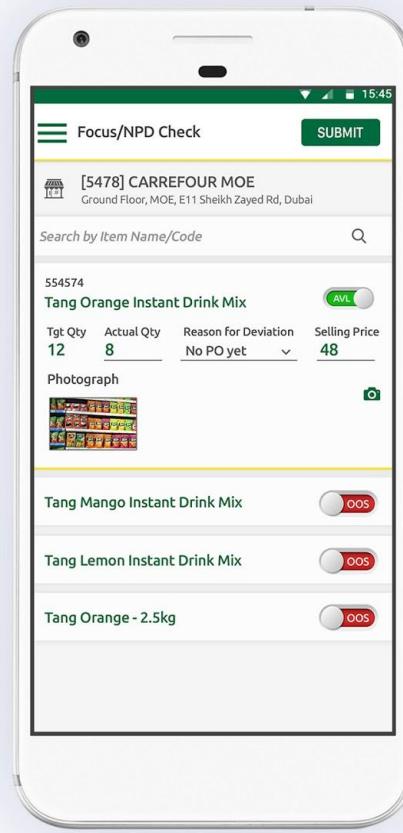
Planogram Check



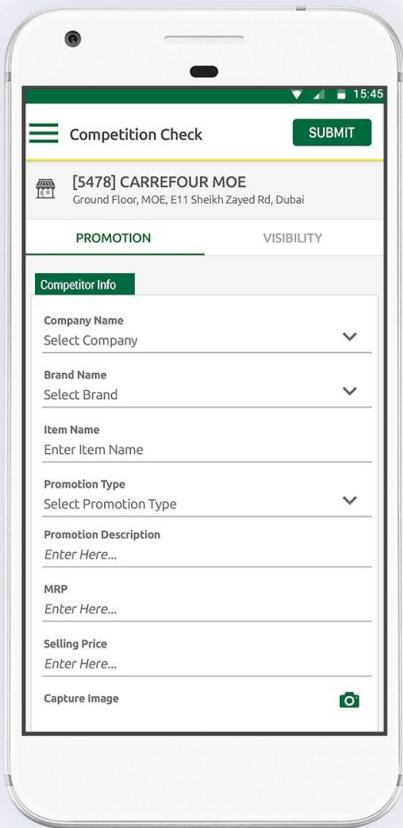
Promotion Check



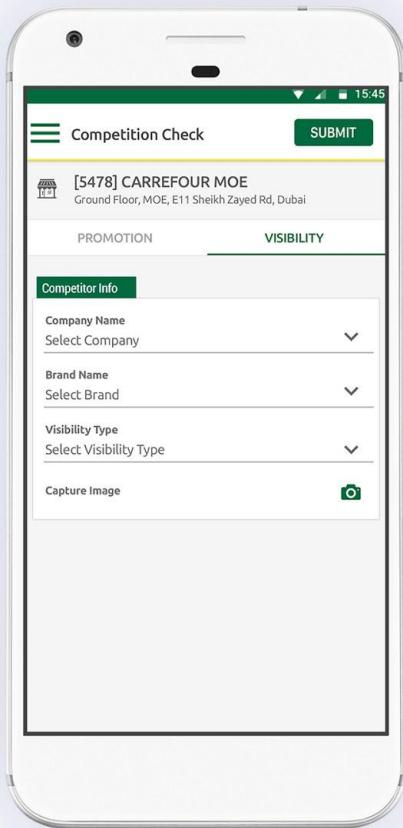
Delivery Check



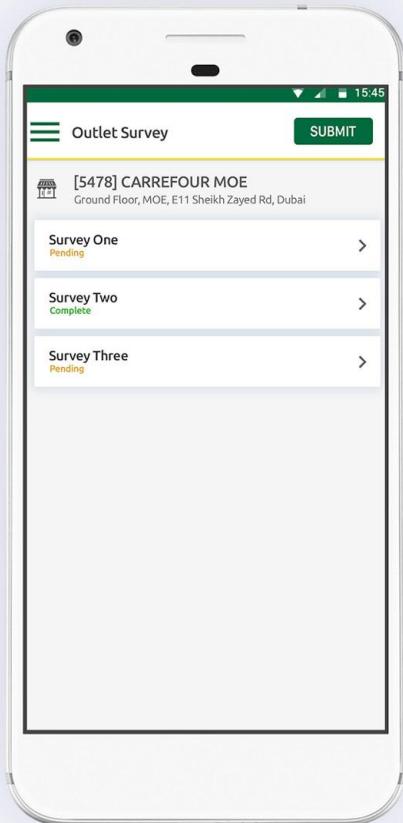
Focus/NPD Check



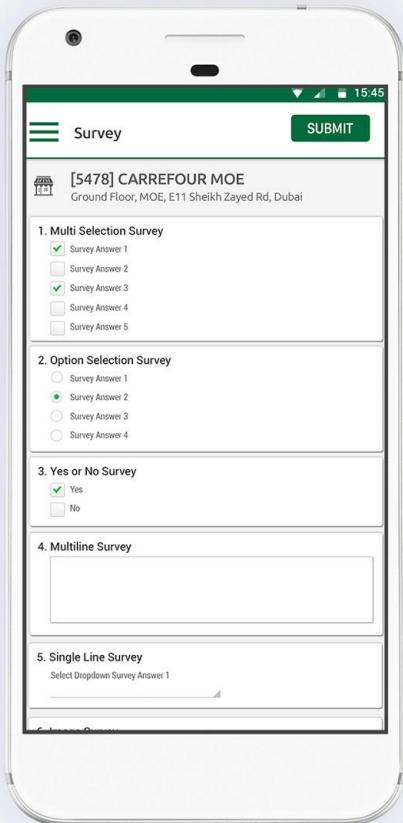
Competitor
Check(Promotion)



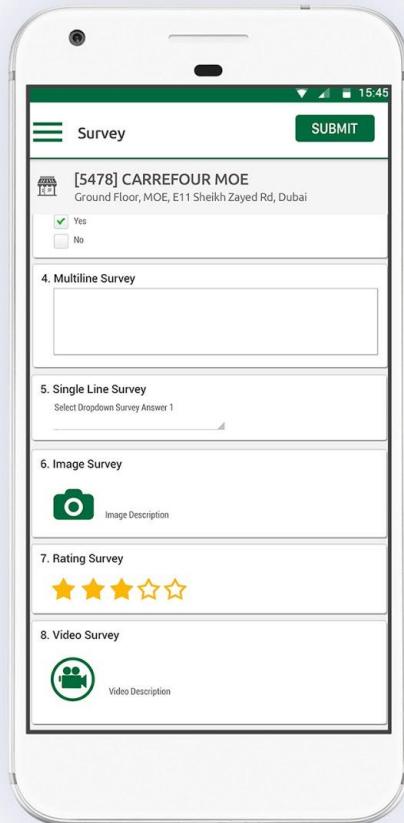
Competitor
Check(Visibility)



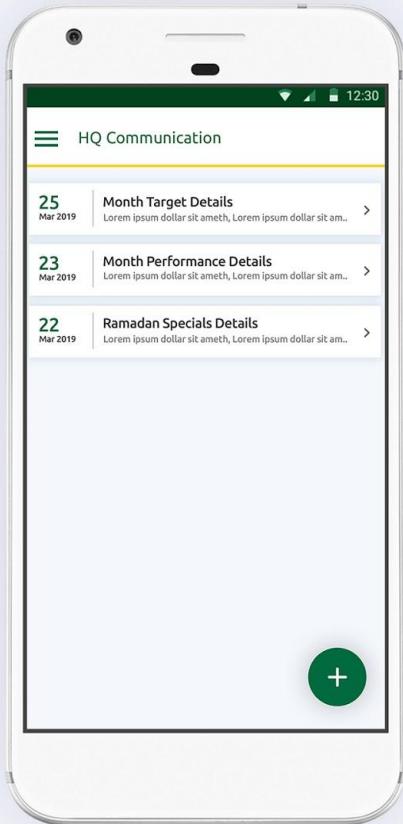
Outlet Surveys



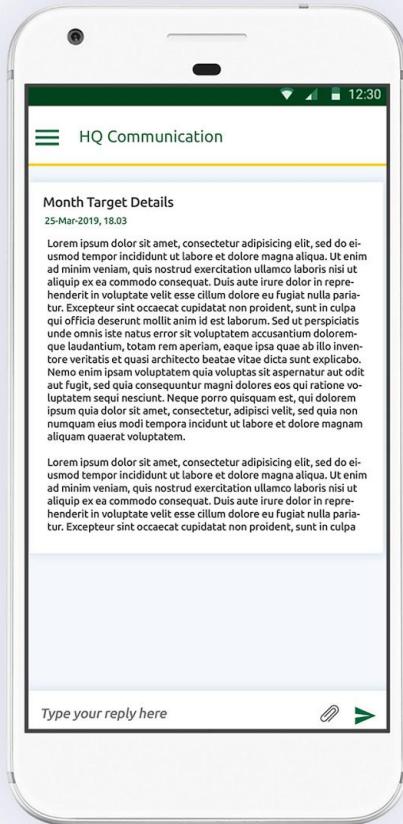
Survey Questions



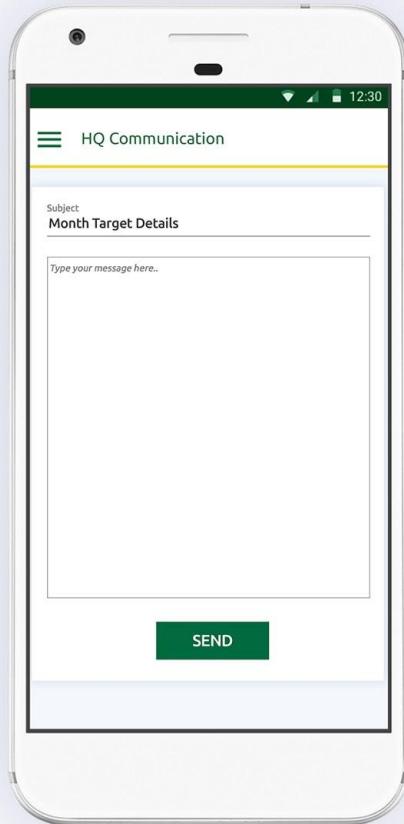
Survey Questions



HQ Communications



Message Details



Compose Message

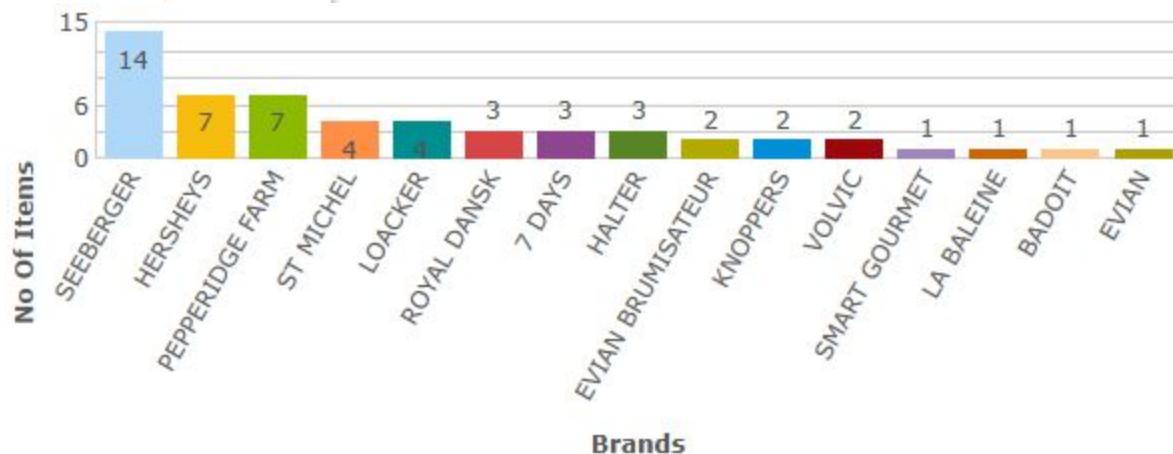
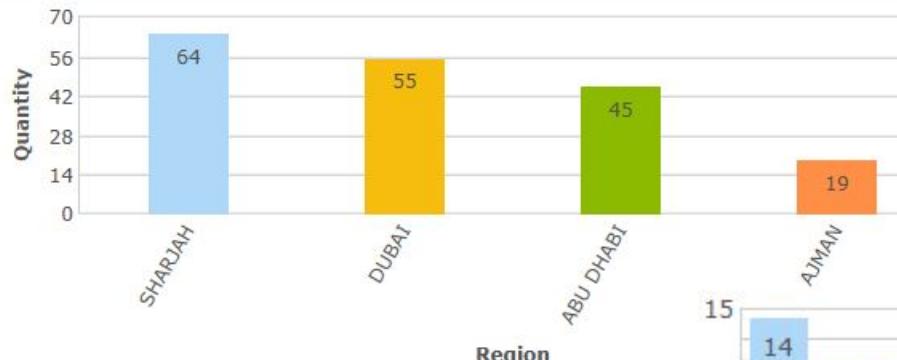
Dashboard & Reports

Dashboard #1 - Out of Stock

Search Criteria : Date - Apr 25, 2019 To Apr 25, 2019 , Sales Organization : All

Today Out of Stock

Apr 25, 2019 



Out of Stock - Drill Down for SKU & Customer

ItemCode	ItemName	Item Type	Customer Name	Brand Name	Sales Manager	Salesman	Merchandiser Manager	Merchandiser
HR5302	KISSES CHOC W MSL HAZELNUT 12X150G		[C028-001] CARREFOUR SHINDAGHA-CARREFOUR SHINDAGHA	HERSHEYS	MUSTAFA HABASH	BIBEK ACHARYA	RAVI KUMAR	KRISHNA THAPA
HR4214	CINNAMON CHIPS 12X283G	MSL	[C183-001] CARREFOUR MIRDIFF CITY CENTRE- CARREFOUR MIRDIFF CITY CENTRE	HERSHEYS	MUSTAFA HABASH	RIJEESH	RAVI KUMAR	VINCENT MADERA
HR4215	SEMI SWEET BAKING BAR 12X113G	MSL	[C183-001] CARREFOUR MIRDIFF CITY CENTRE- CARREFOUR MIRDIFF CITY CENTRE	HERSHEYS	MUSTAFA HABASH	RIJEESH	RAVI KUMAR	VINCENT MADERA
HR4216	BAKING CHO UNSWT BAR 12X113	MSL	[C183-001] CARREFOUR MIRDIFF CITY CENTRE- CARREFOUR MIRDIFF CITY CENTRE	HERSHEYS	MUSTAFA HABASH	RIJEESH	RAVI KUMAR	VINCENT MADERA
HR4110	HSYS REESE PEANUT CUPS 40X51G	MSL	[W003-027] WEST ZONE S/M LLC DUBAI- MOVENPIC-DIERA	HERSHEYS	RAJU	PRAKASH	RAVI KUMAR	ABDUL JALEEL SEALIKHAN

CALLS, COVERAGE & PRODUCTIVITY

Scheduled Calls

234

Actual Planned Calls

138

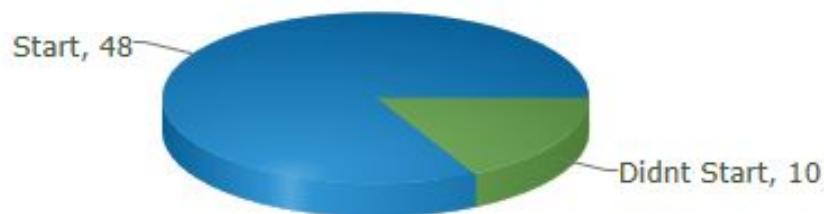
Unplanned Calls

12

Coverage

58.97%

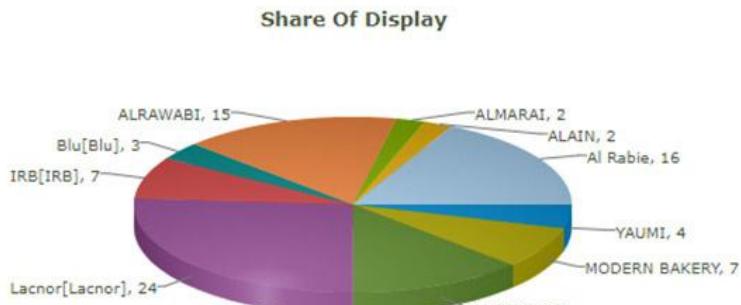
Starting The Day By Merchandiser



First Visit Completed By Merchandiser

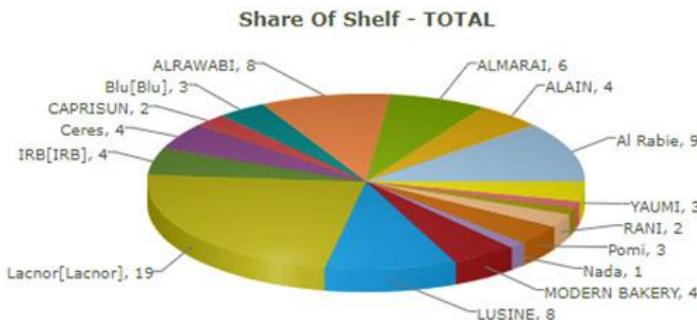


Share Of Display



YAMUI MODERN LUSINE Lacnor[La IRB[IRB] Blu[Blu] ALRAWABI
 ALMARAI BAKERY ALAIN cnor] Al Rabie

Share Of Shelf



YAMU	Sun Top	Sun	RANI	Pomi	Nada	MODER	LUSINE
Lacnor[L acnor]	IRB[IRB]	Blast	Ceres	CAPRIS	Blu[Blu]	N	ALRAWA
		ALMARA	ALAIN	UN	Al Rabie	BAKERY	BI

DER By Brand



DER By Sub Category



MSL LISTING AVAILABILITY REPORT

Dashboard » MSLListingAvailabilityReport

 Filter■ Listing ■ Non Listing ■ Availability

All



[HR15]BAKING CHIPS

36%

64%

98% Availability

[HR30]BARS

51%

49%

99% Availability

[LK45]CHOCOLATE BARS

17%

83%

97% Availability

[PF15]COOKIES

4%

96%

100% Availability

CUSTOMER SCORE CARD

Dashboard » Customer Score Card

Filter

Note : Select Specific Customer Outlet

CARREFOUR AIRPORT RD SAQR-CARREFOUR AIRPORT RD SAQR[C029-001]

Channel: Trade Sub Channel: MODERN TRADE Group: CARREFOUR HYPERMARKETS

Shelf SpaceNo Primary Access Points
40No Secondary Access Points
1Total Visit
7Service By
[030] SHANKAR BALARAM

SKU List	412
Primary Access Point	342
Secondary Access Point	51

CARREFOUR DEIRA CITY CENTRE-CARREFOUR DEIRA CITY CENTRE[C032-001]

Channel: Trade Sub Channel: MODERN TRADE Group: CARREFOUR HYPERMARKETS

Shelf SpaceNo Primary Access Points
32No Secondary Access Points
4Total Visit
4Service By
[003] AHAMMAD MASAKKIN

SKU List	379
Primary Access Point	284
Secondary Access Point	12

TIME MANAGEMENT REPORT

Dashboard » Time Management Report

 Filter

Search Criteria : Region - All , Area - All , UserName - All , Position - All , StartDate - 2019-04-26 , EndDate - 2019-04-26 , Customer - All

You are viewing 1 to 22 of 22

Date	UserName	EOT StartTime	EOT EndTime	First Check In Time	Last Check Out Time	Total Working Hours	Productive time
4/26/2019	ABDUL JALEEL SEALIKHAN	5:18 AM	N/A	6:15 AM	8:41 PM	14:26	08:40
4/26/2019	ABID ALUNGAL	6:39 AM	N/A	6:39 AM	7:11 PM	12:32	08:46
4/26/2019	AKHIL SUNNY THARAYIL	5:28 AM	N/A	5:28 AM	7:54 PM	14:26	10:16
4/26/2019	AMEER KIZHAKKEPEEDIYAKAL	5:31 AM	N/A	5:31 AM	6:21 PM	12:50	12:50
4/26/2019	AMRITA PARIYAR	5:41 AM	N/A	5:41 AM	7:20 PM	13:39	10:15
4/26/2019	ARUN MADATHINGAL ASOKAN	5:14 AM	N/A	5:47 AM	1:39 PM	07:52	07:22

JOURNEY PLAN COMPLIANCE SUMMARY

Dashboard » JOURNEY PLAN COMPLIANCE SUMMARY

 Filter

Search Criteria : User Name - All , StartDate - 2019-04-23 , EndDate - 2019-04-27

You are viewing 1 to 5 of 208

Journey Date	No Of Users	Scheduled Calls	Planned Calls	Unplanned	Coverage %
 2019-04-23	45	206	175	24	84.95
 2019-04-24	48	215	168	21	78.14
 2019-04-25	46	213	150	15	70.42
 2019-04-26	22	49	42	6	85.71
 2019-04-27	18	105	23	1	21.9

1 2 3 4 5 6 7 8 9 10 ... Last Page

ATTENDANCE REPORT

Dashboard » MTD Attendance Report

 Filter

Search Criteria : Region Name - All UserName - All , Area Name - All , Month - April , Year - 2019 , Sub Channel - All , Chain - All , Channel - All

Attendance % : (Actual Working days * 100)/MTD working days

[Export To Excel](#)

You are viewing 1 to 50 of 122

User Code	User Name	Total working days	MTD working days	Actual Working days	Total Absent Days	Start On Time	Late	Overtime	Attendance %
UAABKA01	ABDU KALANCHIRA	30	27	23	4	23	0	20	85.19
UAABBA02	Abdul Basit Mehmood	30	27	24	3	24	0	22	88.89
UAABAL01	Abid Ali Muhammad Yaqoob	30	27	23	4	23	0	20	85.19
UAADJA01	ADNAN JAVED KHAN	30	27	23	4	22	1	19	85.19
UAAHGA01	Ahmed Gamal Abdelnaser Taha Mohamed	30	27	22	5	21	1	19	81.48
UAAHIB01	Ahmed Ibrahim Khalil Ibrahim	30	27	23	4	23	0	22	85.19
UAALAK02	Aleem Akbar	30	27	22	5	22	0	20	81.48

SHARE OF DISPLAY REPORT

Dashboard » Share Of Display Report

 Filter

Search Criteria : Region Name - All ,Category - All ,SubCategory - All ,Customer : All ,UserName - All ,Start Date - 2019-04-08 ,End Date - 2019-04-27 ,Area Name - All ,Channel - All ,Sub Channel - All ,Chain - All ,Brand - All

Percentage : (Gandola occupied by Brand + Stands occupied by Brand * 100)/(Total Gandola + Total Stands)

[Export To Excel](#)

Attributes	[Blu] Blu	[ALRAWABI] ALRAWABI	[ALMARAI] ALMARAI	[ALAIN] ALAIN	[Al Ra]
Customer : [111944] Sharjah Co-Op - Swaihat User : [UANENI01] NELSON NIWARIMPA Channel : [MT] Modern Trade Region/City : [NE] North Emirates/[Sharjah_NE] Sharjah Team Leader : [uatare01] Tamer Refaai	0.00(0.00 %)	14.00(25.93 %)	0.00(0.00 %)	0.00(0.00 %)	16.0
Customer : [176282] SHJ. CO. OPERATIVE SOCIETY User : [S002] Kedar Channel : [MT] Modern Trade Region/City : [NE] North Emirates/[Dubai_NE] Dubai Team Leader : [s002] Kedar	3.00(33.33 %)	1.00(11.11 %)	2.00(22.22 %)	2.00(22.22 %)	0.0

STORE STOCK CHECK REPORT

[Dashboard](#) » [Store Stock Check Report](#)
 Filter

Search Criteria : Region Name - All , Area Name - All , Users : All , Customers : All , Date - 2019-04-27 , To 2019-04-27 , Sub Channel - All , Channel - All , Chain - All

[Export To Excel](#)
You are viewing 1 to 49 of 140

Client	User	Start Time	End Time
[101171] EMKE - Lulu Hypermarket Mushrif Mall	[UASAUN01] Sandeep Unnikrishnan	4/27/2019 4:35:14 AM	4/27/2019 4:51:50 AM
[101502] Lulu Express Fresh Market LLC - Electra	[UAMOKH04] Mohammad Khalid	4/27/2019 9:44:58 AM	4/27/2019 9:55:17 AM

Level Type	Level Code	Sub Category							
Item	Item Code	Store Check Type	AP Code	Model Qty	ToFill Qty	Good Saleable Qty	Damaged Qty	Expired Qty	
Long Life									
LacES LL R.Apple 180mL8X4	U5731 [OT]	Primary	DRY SHELF	6	0	6	0	0	
LacES LL Orange 180mL8X4	U5725 [PC]	Primary	DRY SHELF	3	0	3	0	0	
LacES LL C.bry 180mL8X4	U5724 [PC]	Primary	DRY SHELF	3	0	3	0	0	
LacES LL G.Apple 180mL8X4	U5736 [OT]	Primary	DRY SHELF	12	12	0	0	0	

Price Check Report

PRICE CHECK REPORT

Dashboard » Price Check Report

 Filter

Search Criteria : Customer : All , Start Date - Mar 01,2019 , End Date - Apr 27,2019 , Brand - All , Category - All , Sub Channel - All , Chain - All , Channel - All , itemCode- All , ItemName - All , SubCategory - All , Users - All
[Export To Excel](#)

You are viewing 1 to 37 of 37

Customer Code	Customer Name	View Items		
Item Code	Item Name	List Price	Current Price	Capture Date
M1007 [PC]	MilcoSLYogFF1.8kg1X1	10.00	11.95	06 Mar, 2019
M1008 [PC]	MilcoSLYogFF3.8Kg1X1	10.00	20.55	06 Mar, 2019
M1010 [PC]	MilcoSLYogFF1kg1X1	10.00	6.45	06 Mar, 2019
M1505 [PC1]	MilcoSLYogFF400gm1X1	10.00	2.95	06 Mar, 2019

PICTURE REPORT

Dashboard »Picture Report

 Filter

You are viewing 1 to 35 of 35

User Code	User Name	Customer Code	Customer Name	View
012	MUHAMMAD USMAN	S196-045	SPINNEYS LTD. - DXB/SHJ-MOTOR CITY	 VIEW
016	AFZAL KHAN	W003-026	WEST ZONE S/M LLC DUBAI-AL MEENA ROAD-NEAR CA	 VIEW




Merchandiser Journey Report

MERCHANDISER

GOMES DEGENHARD

KRISHNA THAPA

VINCENT MADERA

HAREESH PARAKKADAN

VARUN KUMAR

ARJUN ADHIKARI

VIPIN VAZHIPOKKIL

MUHAMMAD USMAN

VIJEESH KUMAR

SAGAR SHRESTHA

AFZAL KHAN

RAFEEQ

Map

Satellite

● Customer Visited with JP● Customer Visited without JP● Customer Not Visited with JP