**Assortment Planning System**

Planogram:

A map of the store that shows exactly where every product in the store should be placed.

This includes isles, categories, shelf placement, end caps, front of store displays.

Planogram's purpose:

Give customers inspiration to add one more item to their cart. Every aspect of store's layout-is designed to inspire shoppers to put more in their cart.

Floor Plan: Isles organised by category

Notice: high velocity category or isles are often near outer edges of the store, when a customer enters or checkout.

Merchandising Shelf Plan: placement on a shelf, which brands go next to which brands.

Assortment Planning:

To optimize visual merchandising, store layout, and product placement for the most conversions.

Product assortment planning happens by period, whether weekly, monthly, quarterly or twice a year depends on product category

or store format.