

Planogram Guideline

Planogram Principles :

#1 Placement by pack Size from Top to Bottom :

Single pack



Multi pack



Carton pack



#2 Horizontal block by Pack Formats :

Can

Big can

Pint

Quart

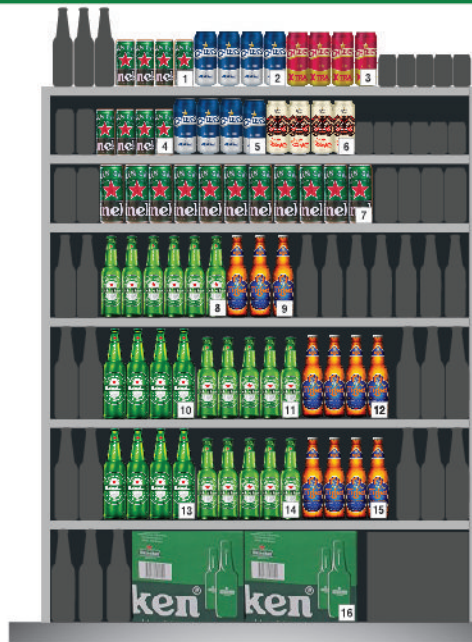


Eye Level Position



TAP Planogram

Alcohol Category



- 1 Heineken Single Can 320ml
- 2 Cheers Single Can 490ml
- 3 Cheers X-Tra Single Can 490ml
- 4 Heineken Single Can 320ml
- 5 Cheers Single Can 490ml
- 6 Cheers Siam Weizen Single Can 490ml
- 7 Heineken Single Can 490ml
- 8 Heineken Single Bottle 320ml
- 9 Tiger Single Bottle 320ml
- 10 Heineken Single Bottle 620ml
- 11 Heineken Single Bottle 320ml
- 12 Tiger Single Bottle 320ml
- 13 Heineken Single Bottle 620ml
- 14 Heineken Single Bottle 320ml
- 15 Tiger Single Bottle 320ml
- 16 Heineken Carton Pack 12 Bottles 620ml

Competitors

Zero Zone Category



- 17 Heineken 0.0 Single Bottle 330ml
- 18 Heineken 0.0 Single Can 330ml

Competitors