



**Shelfr**

YOUR FULL SHELF SOLUTION



# About Shelfr

We are not just a bunch of tech freaks. You may call us FMCG gladiators.

We have gone the whole nine yards and promise always to go the extra mile to bring you the most purposeful innovations that will forever transform your business.



# The Current Market Scenario



Winning the in-store battle is key



# The Current Market Scenario

## The How to Win





# The How to Win



Outstanding creative implementation of POSM



Category re-invention through design



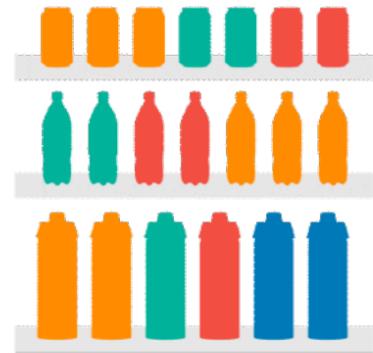
Right planogram implementation on shelf



Right products in the right quantities, at the right place, at the right time

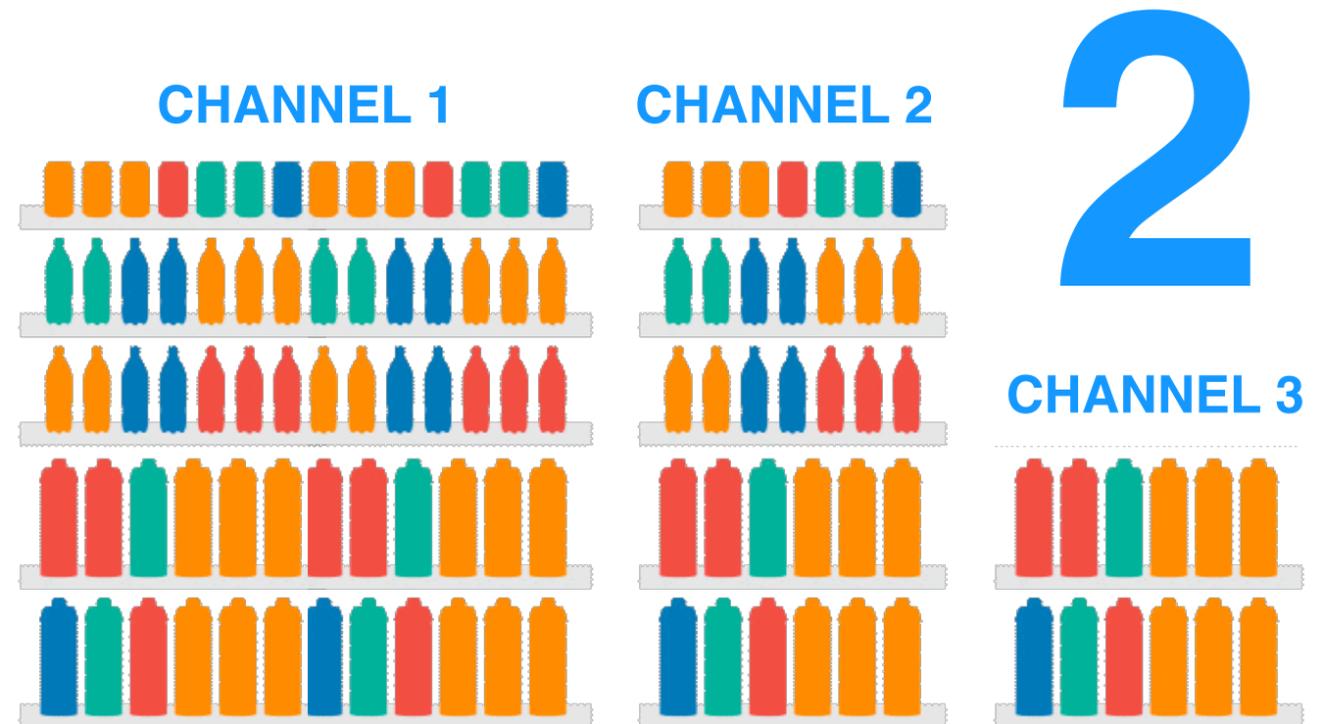
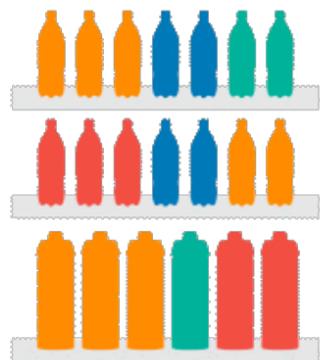
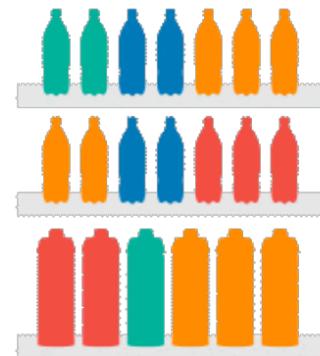


# THE ISSUES behind bad planogram implementation



1

Different merchandising guidelines per trade channel/city/country.



2

Different share of shelf in each trade channel/store



# THE ISSUES behind bad planogram implementation

# 4



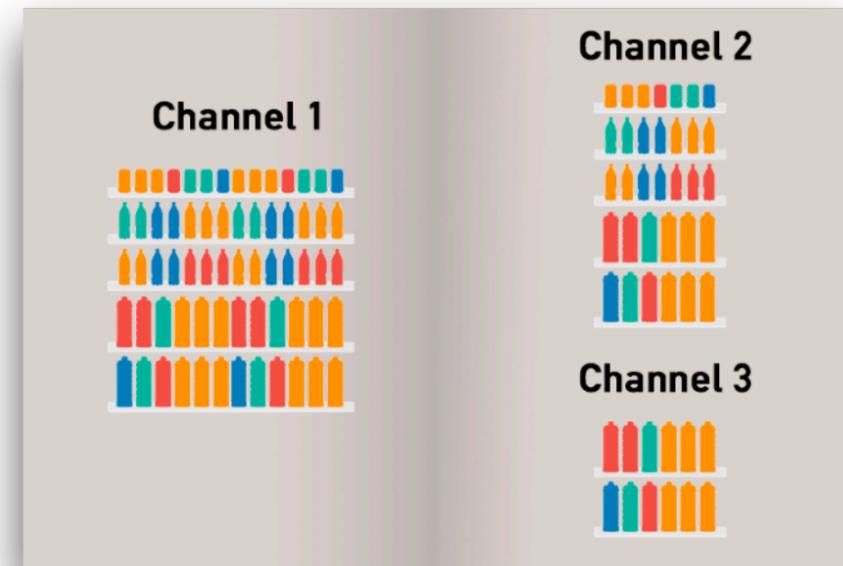
Weak visibility of the brand owners over final implementation

# 3



No access to communication between Merchandising team and brand owners

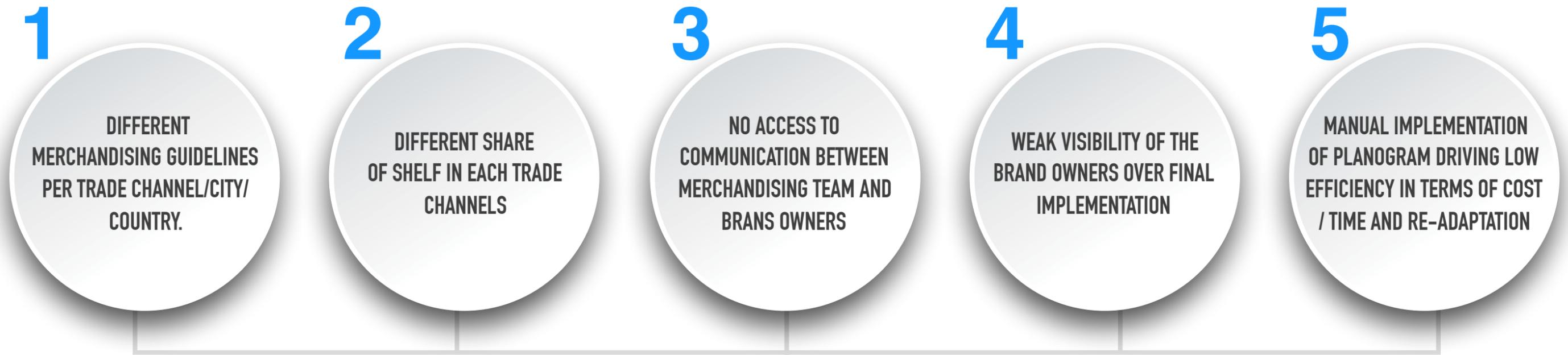
# 5



Manual implementation of planogram driving low efficiency in terms of cost / Time and re-adaptation



# THE ISSUES to summarize



**BAD IMPLEMENTATION OF PLANOGRAM ON SHELF**

**NEGATIVE IMPACT ON SALES ESTIMATED AT A 40% DROP IN FMCG CATEGORIES.**



# HOW DOES SHELFER HELP?

OUR SOLUTIONS



# SHELFRIZE

*CUT your losses at the Shelf. Prevention is better than Cure!*

*SHELFRIZE Allows open and lean collaboration for the creation, automation and replication of role planograms into store specific ones.*

- Generate planograms in no time
- An easy way to create tailor-made, store specific compliant planograms (Universal Planogram Compliance API)
- CATMAN collaboration platform for retailers, CPGs, and distributors to create store-specific Category Planograms

The screenshot displays the SHELFRIZE software interface for configuring shelves. The breadcrumb navigation at the top reads: Configurations > Gulf > Soda > Rubicon > Carrefour > Configuration A. The interface shows three shelves:

- Shelf 1** (Status: Green checkmark): Total filling shelf: 96.00%, Free space: 4.80cm / 4.00%, Rank: 1. It contains a row of 20 Lychee 10x330 g cans. A blue bar below the cans indicates "Sparkling 100%".
- Shelf 2** (Status: Yellow exclamation mark): Total filling shelf: 96.00%, Free space: 4.80cm / 4.00%, Rank: 2. It contains a row of 20 Lychee 10x330 g cans. A blue bar below the cans indicates "Sparkling 100%".
- Shelf 3** (Status: Empty): No products are currently assigned to this shelf.

On the right side, a configuration panel for "Shelf 1" is visible, showing options to "Add variant" and "Copy shelf". Under "Variant 1", there is an "Add SKU" option. Below that, there are dropdown menus for "Select variant" and "Variant share". Under "SKU 1", there is a "Share: 96.00%" and a "Select product" dropdown set to "Lychee", along with a "# of facings" dropdown. At the bottom of this panel are "Cancel" and "Save" buttons.

At the bottom right, an "Activity" log shows a user named John Smith logging in at 13:24 pm and updating the category for Lela Black at 13:24 pm.

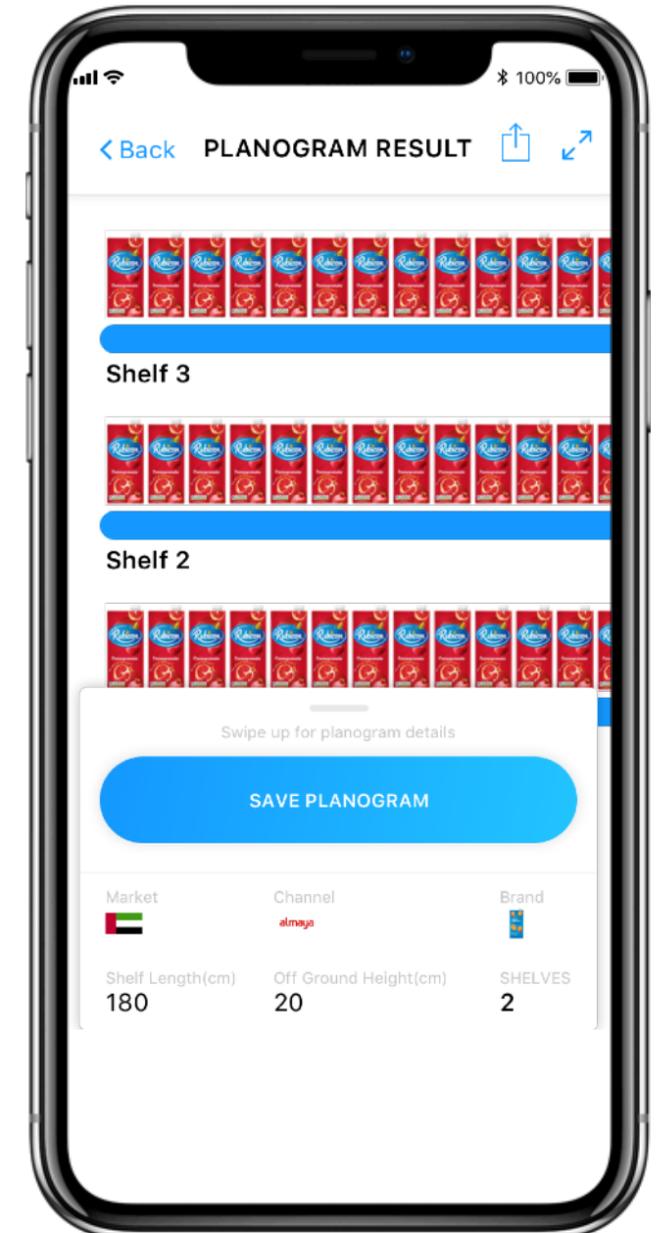
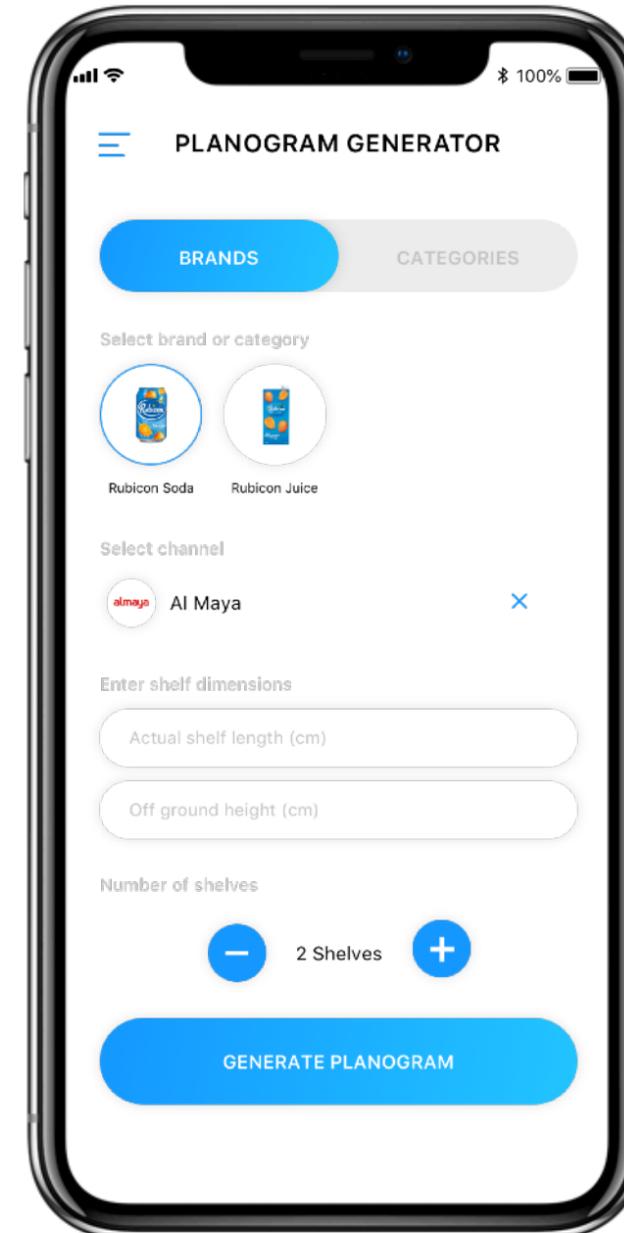
At the bottom of the page, there is a footer with links for "System Status", "Privacy Policy", "Terms & Conditions", and "Copyright © 2018 Shelfrize".



# SHELFRIZE

Create your store specific planogram in less than 3 seconds

- Store-specific planogram history
- Collaboration based communication with chat, approvals and agile execution *Coming Soon*
- Share planogram by email, WhatsApp...
- Offline mode



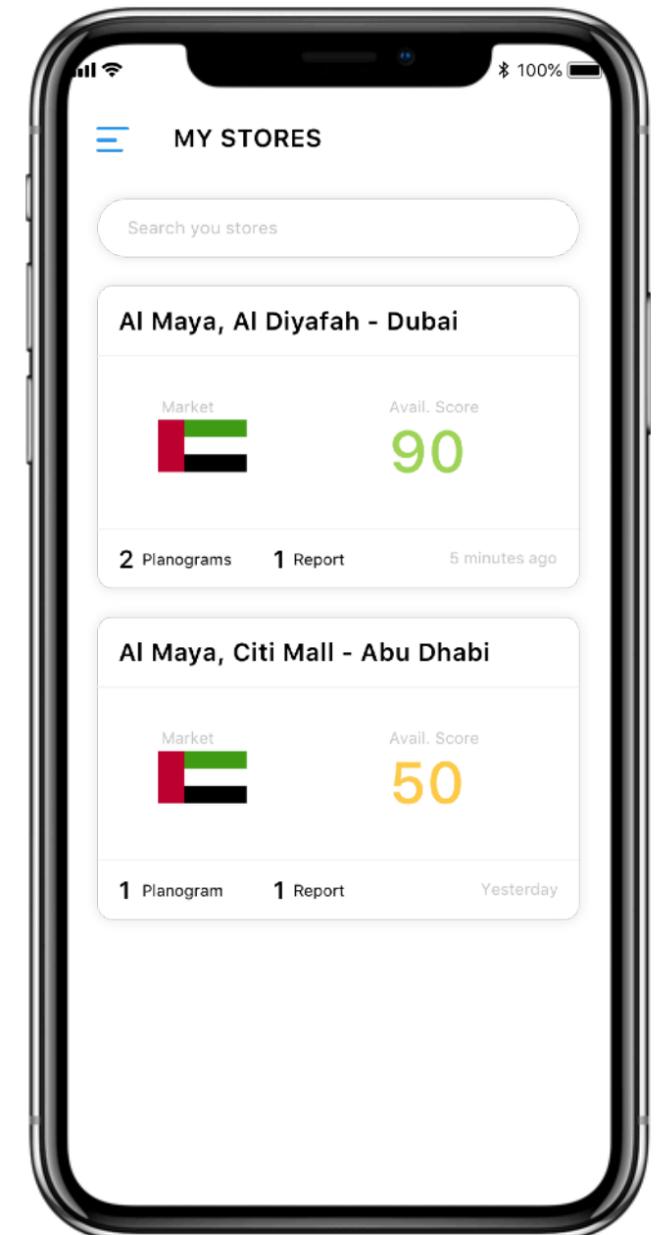
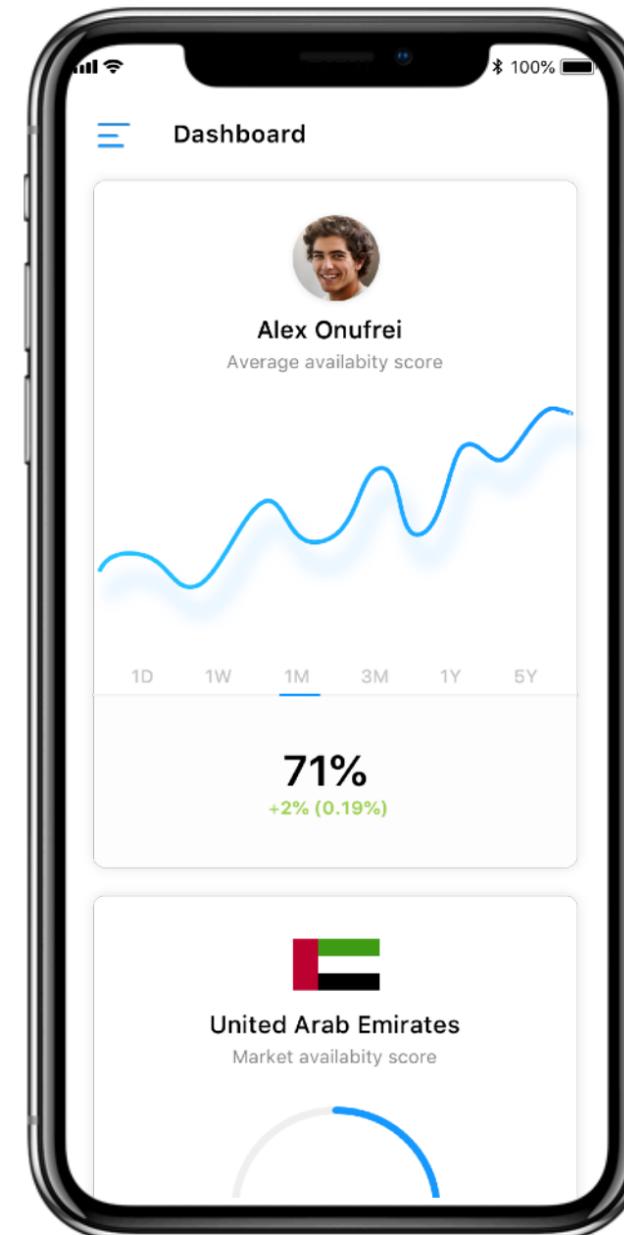


# SHELFR INSTORE

*Check your availability score per store/sku.*

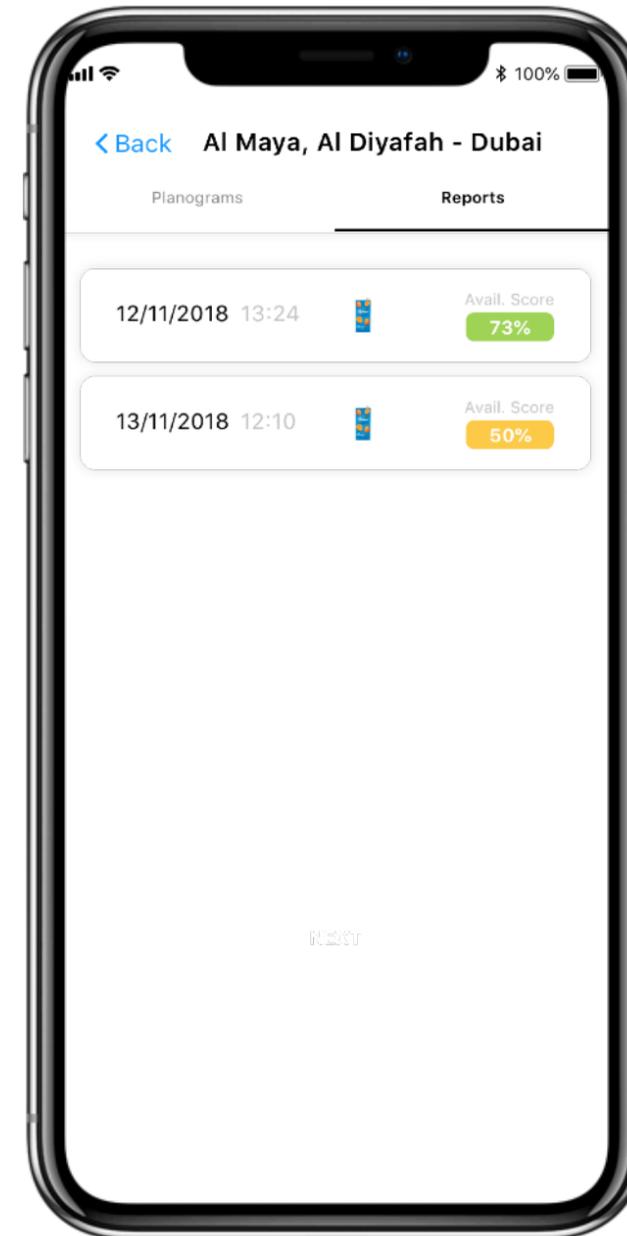
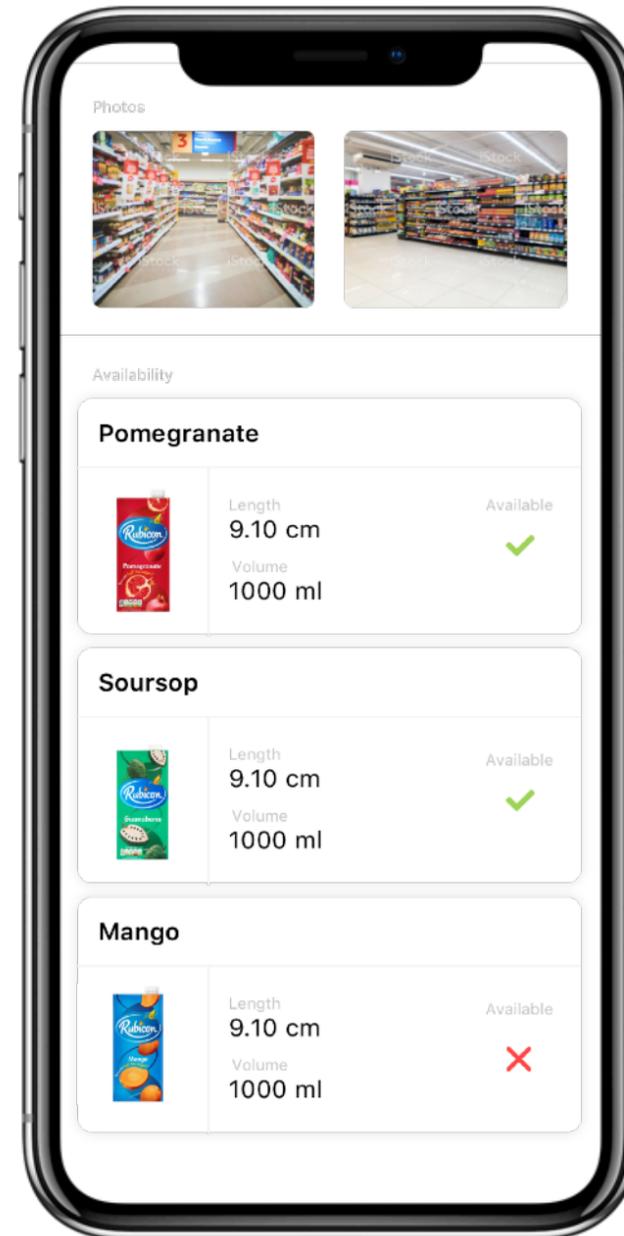
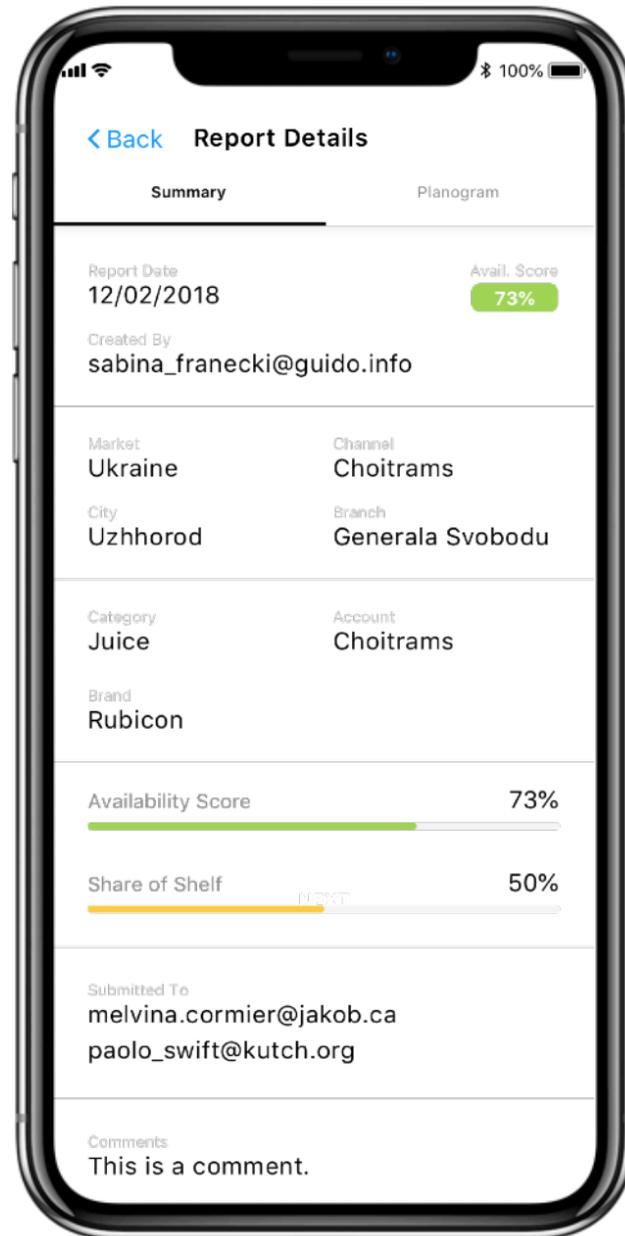
*Avoid missed sales opportunities and ensure collaboration at a store level to maximize your bottom line.*

- Store specific availability reports
- Store rankings
- Context-based chat *Coming Soon*
- Store-specific report history
- Offline mode
- Sharing reports by email, WhatsApp...





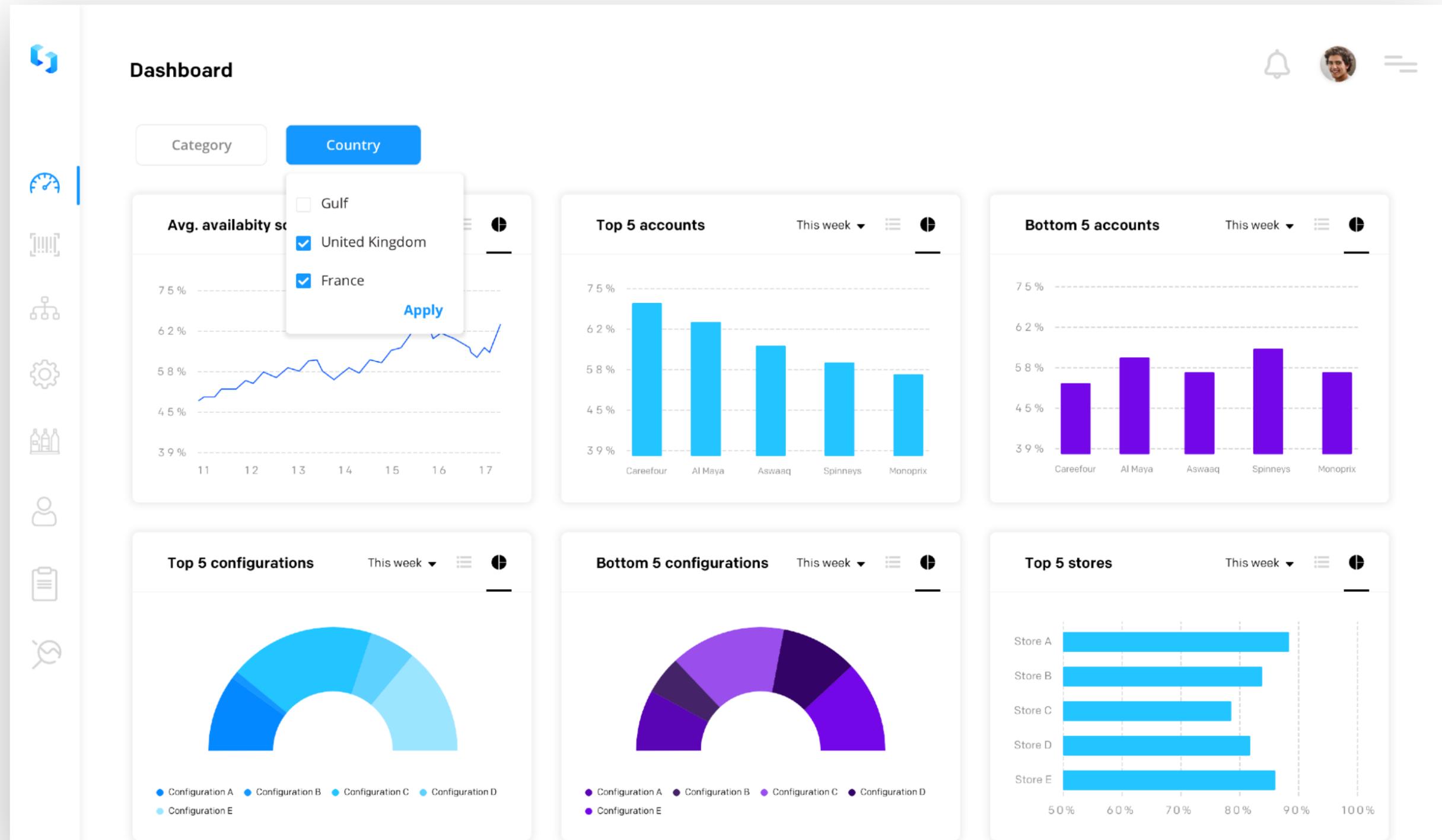
# SHELF R INSTORE





# SHELF INSTORE

Generate insights *driving quick call to actions.*





# SHELFR TRACKIT Coming soon

**Improve productivity** *through live monitoring of your workforce.*

*Team Tracking does not have to be a total headache, first by adding agility to team tracking thanks to several resource management features, and secondly by broadening the open collaboration through the Chat feature.*

- Supervisor's monitoring of team's visits to the stores and its frequency
- Store visits reminders and notifications
- Track current location of the team on the field and time spent on the stores Coming Soon
- Location validation when a person is submitting a report
- Store specific chat with photos and voice notes
- General chat
- Tasks tracking
- Offline mode



# SHELFR OOS Coming soon

*Out-of-stock means a missed Moment-of-Truth.*

*Who wants to lose a client at that very decisive moment?*

*SHELFR OOS equips you with agile tools to identify the cause of the OOS case, and offers an open collaboration platform to share reports and learning.*

- OOS & Root cause Analysis
- Context-based chat
- Store-specific report history
- Offline mode
- Sharing reports by email, WhatsApp...