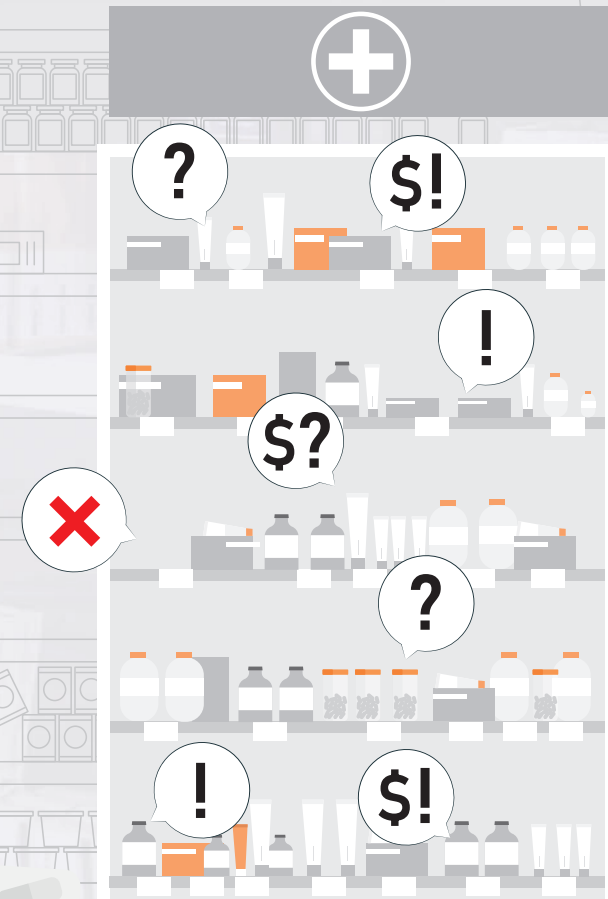


# MERCHANDISING IR

## ! PROBLEMS TO SOLVE ? !

- Challenges in merchandising execution in retail stores (and pharmacies).
- Challenges in verification and maintenance of visual merchandising standards in stores.
- Too much time consumed on retail audits, in particular on checking availability, products' placement and price accuracy.
- Challenges in measuring the on-shelf presence.
- Lack of reliable data on product placement correctness and product availability in specific stores.
- Lack of evidence of store's merchandising compliance with agreed-upon standards.



## SOLUTION

**Merchandising IR** – in-store merchandising audit supported by Image Recognition technology. Sales representative just needs to take a picture of the shelf. The system will run an automatic cloud-based analysis process to recognize products in the picture. Artificial neuron network used in this process is able to learn to identify specified products and can reach up to **98% accuracy**.

The system automatically analyzes a number of KPI's:

**Standards** – implementation of specified merchandising standards:

- verification of established merchandising standards or planograms.

**OSA (On-Shelf Availability):**

- automatic control of in-store product availability.

**Shelf share by brands:**

- automatic evaluation of product category size,
- calculation of the brand's share in the shelf/category.

**TPR recognition:**

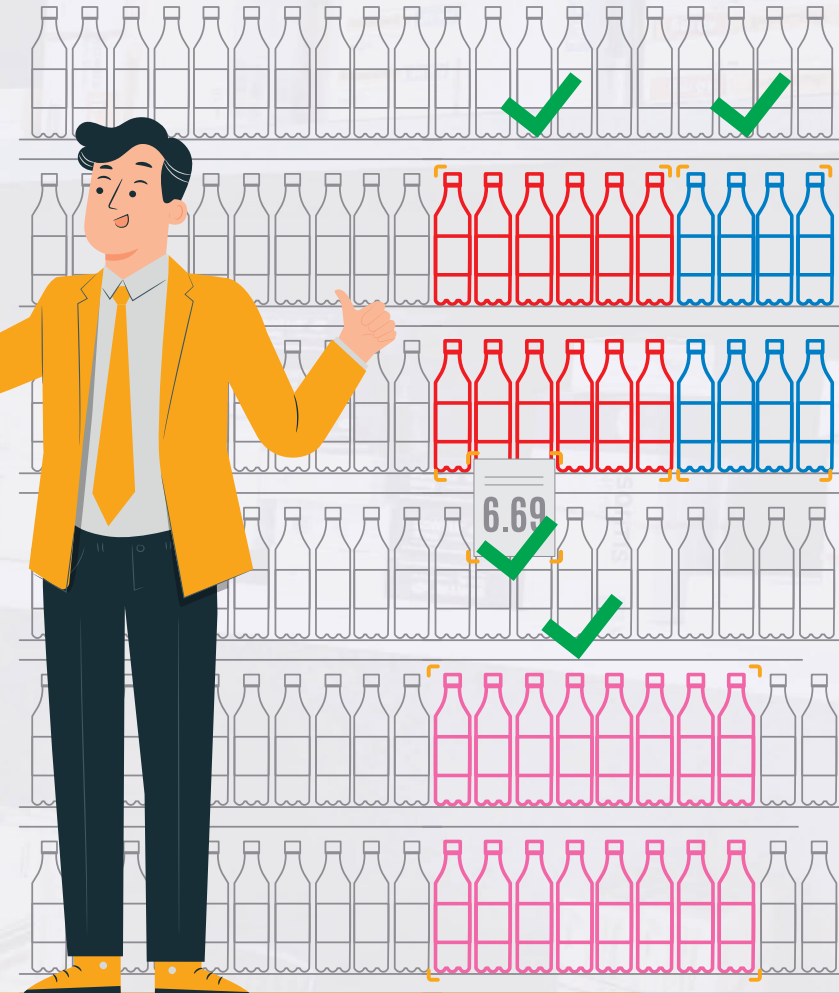
- verification of the number of pharmacies/shops (locations) with promotional tags on the shelves,
- price recognition.

The results of Merchandising IR process are available for analysis in convenient form i.e. BI report (Power BI) on Bigsens platform or data source to use in your own analytical solutions. The BI report is linked with an image gallery that contains photos from the Merchandising IR process. This allows you to collect and analyze data in one place and find areas for improvement.



## WHAT DO I GET?

- Reliable and confirmed data of store's merchandising compliance with agreed-upon standards.
- Significant reduction of in-store work time.
- Knowledge on the actual state of implementation of merchandising standards as well as the ability to identify areas for improvement.
- A reliable basis for assessing the quality and results of the implementation of merchandising standards.
- Improved product placement.
- Improved ability to influence customers' purchasing decisions resulting in an increased sales.
- The basis for financial settlements in the implementation of merchandising standards in stores and chains in accordance with the contract.



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