

Assortman Nielsen Analytic Consulting

Use our world-class Assortman service to shift from old category management approaches to a new **aisle management solution**. Identify the categories to expand or contract within an aisle. Within categories, pinpoint the segments and brands to develop or streamline. Calculate the **optimal number of items to carry** within categories, segments and brands. Finally, make tactical recommendations at the item level.

When you use Assortman, you transcend traditional category management approaches. Instead of focusing on one category, you can manage the mix of the entire aisle. Instead of receiving a category item ranking, you can calculate how much to expand or contract within your category, segments and brands.

Using Assortman, you can evaluate the assortment health of categories within your aisle and make tactical listing decisions.

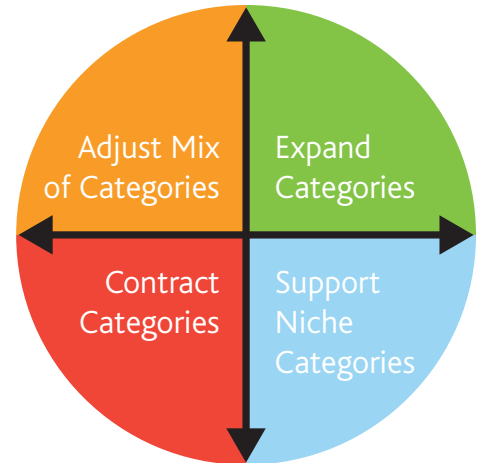
After identifying the areas to focus on, use decisionSMART Assortman software to determine the recommended assortment and simulate the resulting shift in dollar volume within the category. This software provides guidance at the region or account level.

The Assortman service positions you as a most-valued partner to retail customers by providing objective,

analytically-driven aisle management assortment solutions.

Key Features:

- Evaluate the strength of the assortment in your aisle, category, segments and brands
- Determine the correct number of items to carry in your category, segments and brands
- Identify the recommended assortment at the region or account level
- Simulate how adding or dropping items will shift dollar volume within the category at the region or account level
- Use current plan-o-grams to run more accurate simulations
- Refresh your data at defined intervals so that your scenarios reflect the current shelf
- Identify new items and de-listed items since the end of the study
- Use customized reports for use in any plan-o-gram software



Aisle Management

For more information,
contact your
Nielsen Analytic
Consulting representative
or email us at
assortman@nielsen.com

Case Study: Finding shelf space for a New Elma's Pizza Product

Situation

Northeast pizza manufacturer, Elma's Pizza, would like to introduce a new item in Shopper's Place retailer.

Before launching, they need to understand how pizza and all other categories in the frozen aisle are performing so that they can determine where to make room in the aisle. They also need to understand how their recommendations will affect the category, segments and brands in Shopper's Place before they make a change to the shelf set.

Solution

Using the Assortman diagnostic bubble charts (Figure 1), Elma's Pizza saw that entrées and baking were weak performers—shown by slow sales rates and a negative marginal benefit to the frozen aisle. They also learned that pizza performed well overall in the aisle. By employing Assortman's recommended assortment feature, they knew how many items to de-list from entrées and baking and where they could increase and decrease pizza (Figure 2). Next, by drilling into entrées, baking and pizza further, they identified the specific SKUs that were prime candidates for de-listment in order to make room for their new product.

Using decisionSMART Assortman software, they simulated the shift in dollar volume of dropping the poor performing SKUs (Figure 3). Elma's Pizza exported the new item list and loaded it into their plan-o-gram software.

Assortment across consumer-centric store clusters:

Elma's Pizza was charged by Shopper's Place to make assortment recommendations based on consumer-based store clusters. For the Affluent stores, the recommendation was to focus on premium and value pizza SKUs. The Downscale stores, however, needed to streamline value pizza SKUs.

The above analysis is based on a real case study in the frozen aisle. If you would like further information on managing the frozen aisle or have other assortment questions, please contact Kelly Bernazza at kelly.bernazza@nielsen.com or 312-385-6752.

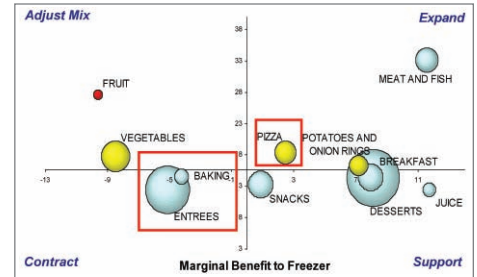


Figure 1

Frozen Aisle	Northeast Grocery	
Recommended Assortment Change	Optimal number of items	Change in # of items
Entrees	250	-30
Baking	27	-2
Pizza	70	3
Multi-Serve	43	10
Mainstream	7	0
Premium	22	6
Value	14	4
Single-Serve	27	-7

Figure 2

Item ID	Status	Ave # of Items	Wtd Ave # of Items	Simulated Wtd Ave # of Items	Total Sales Value(\$)	Simulated Total Sales Value(\$)
-004100000521 = WSB FF L-C	Keep	1.00	0.97	0.97	207,654.03	207,653.67
-004100000611 = WSB PLIT	Keep	1.00	1.00	1.00	506,871.40	505,442.94
-004100000628 = WSB ROBU	Keep	1.00	0.99	0.99	275,908.59	275,479.45
-004100000662 = WBJ20 L-C	Keep	1.00	0.98	0.98	232,811.42	232,811.05
-004100000811 = WBJ20 L-C	Add	1.00	0.11	0.30	1,170.34	2,926.73

Figure 3