

OBI™ Space Management & Business Consulting

WE DON'T JUST BUILD PLANOGRAMS. WE TRANSFORM DATA INTO ACTION AND VISUAL CONCEPTS INTO EXECUTABLE MERCHANDISING SOLUTIONS.



OVERVIEW

Producing quality planograms is both an art and a science. Well merchandised planograms are easy to identify: they are logical, attractive, easy to shop for the consumer, and productive for the retailer.

Retailers and CPG companies are now utilizing OBI's space management professionals to support their category management initiatives in a mainstream manner.

The OBI outsourcing strategy for category and shelf management enables you to allocate more time and energy to increasing sales, improving margins, and reducing inventory.

OBI Consulting is a full service Merchandising resource offering planogram outsourcing and Space Management intelligence solutions.

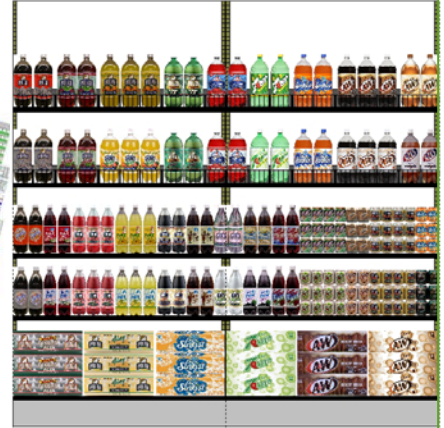
We are dedicated to developing Gold Standard planograms and adding insights and solutions to your business.

Our core strength is implementing turn-key solutions to help your company gain a competitive edge.

All planograms are designed by our highly experienced, results-driven analysts that will supply you with best-in-class merchandising plans.

The key to success is our commitment, personal talents, innovations, and total focus on space management technology.

We don't just build planograms. We transform data into action and visual



COSMETICS - GROCERY - HBC/GM - BIG BOX - APPAREL - SPECIALTY

WHY USE OBI?

- Because we are not competing for facings, we are in the ideal position to show you how to optimally allocate your shelf space so you can earn the highest return on your inventory dollars
- Service excellence guarantee behind every planogram we deliver
- Flexible and affordable service packages to suit your business requirements
- Experience, knowledge, and skill in retail Space Planning and Category Management
- OBI Consultants are experts in using the latest space planning software
- Planograms can be delivered in any of the leading Space Planning application formats or PDF
- Consultants available on-site or off-site
- Your data is 100% secure

OBI CONSULTING SERVICES

- Planogram Outsourcing*
- On-site Planogram Consulting*
- Space Management Training*
- Macro and Micro Space Planning*
- Assortment Analysis*
- Total Store Analytics*
- Pre & Post Period Analysis*
- Performance Reporting*
- Product Imaging and Attributes*
- Product / Fixture Order Catalogs*



OBI™ Space Management & Business Consulting

YOUR FULL SERVICE SPACE AND CATEGORY MANAGEMENT SOLUTION



OBI OUTSOURCING

OBI Planogram Consulting Group is your complete Space & Category Management resource.

Our outsourcing division is a service organization staffed by veterans of the Retail and CPG industries. We understand your challenges and goals.

It is our personal goal to develop a relationship based on mutual trust. All of your data is kept with the strictest of confidentiality and you have access to your data 24/7 thru our confidential and secure web site.

When we are not on the phone or online with you planning, implementing, measuring, or revising, we are studying and analyzing your data for the next opportunity.

It has been shown that in a typical supermarket, two thirds of all categories require changes on a monthly basis. Those changes are reflective of approximately 200 new products—half of that in products being discontinued—all constantly bombarding your stores with changes to the shelf. We look for trends, aberrations and opportunities across all categories.

We will schedule a regular cycle of planogram updates that best accommodates your business requirements. At the end of the cycle, planograms are published, reports are updated and the product mix is set up to be re-evaluated. The information and analysis we provide to you is totally objective, without bias, and as always, 100% confidential.

PLANOGRAM CONSULTING

As a valued client of OBI your company is supported by dedicated space management professionals.

They are your full-time advocates, watching your store's performance, building your planograms, answering your questions, and functioning as your own space management department. Your assigned consultant will use his/her years of industry expertise to support you in making key decisions about department, category, and space allocation opportunities within your stores.

Whether you are using an on-site or off-site consultant, you will have real time attention from your dedicated OBI professional, with responsiveness measured in minutes.

At OBI, we recognize shelf space and trends are constantly changing. We work as your partner to keep your stores updated with all planogram changes based on your specific retail operations, on a predefined cycle. Each cycle all new items are worked in, all discontinued inventory is worked out, and as sales and inventories need adjusting all changes get made so that stores and store personnel can concentrate on what they do best - sell product.

OBI planograms allow for the most effective and efficient use of store labor hours, getting the job done with the least amount of disruption to your stores and to your customers.

It's all about.....

Optimizing Your Business Intelligently

NEED PLANOGRAM FAST?

If you are in an immediate need, the process can be as simple as:

- Contacting us with your merchandising plan request
- OBI Space Management Consultants produce your planograms
- We email the final planograms and support documents to you in your preferred format.

SPACE MANAGEMENT TRAINING



We offer client-specific space management training courses that will dramatically improve the skill level of your planogram specialists and the total productivity of your merchandising department. Our trainers are industry professionals in all of the leading space planning applications.

One of our certified space management trainers will develop a program best suitable for your specific business requirements. We will help your staff maximize the capabilities of your current space planning tool. Programs are available for beginner, intermediate, and advanced users. The advantage of using OBI Space Management training programs as opposed to the vendor program is that our interest is maximizing your business, not selling you additional suites or services.

Optimal Business Intel

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