# leafio

OPTIMIZING RETAIL

**Grocery**

# MARCHÉ LEO'S:

## Automated Planograms Creation and Execution with LEAFIO AI Retail Solution

**Marché Leo's, a rapidly growing food and grocery chain in Canada. Carries approximately 10,000 SKUs across a wide range of categories including grocery, beverage, ready-to-eat meals, household, health and beauty products, and more.**

The implementation process was successfully completed. With the help of the LEAFIO AI Solutions, Marché Leo's optimized the merchandising processes and has already achieved impressive results.

**CASE STUDY**

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**Verical:**
Grocery

**Location:**
Canada

**10,000**
SKUs

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× MARCHÉ Leo's
MARKET

# CHALLENGES MARCHÉ LEO'S FACED BEFORE THE IMPLEMENTATION

- Lack of critical resources: staff, system knowledge, and time
- Non-standardized merchandising processes
- Two weeks were required to stock shelves before new store openings
- Need for a universal and capable tool for communication between the central office and employees
- Difficulty defining the assortment for new stores
- Challenges understanding how many SKUs could be placed on shelves and where

# PROJECT GOALS

**The project's specific objectives included:**

- Enhancing the customer experience by creating a visually appealing shopping environment that simplifies product discovery.
- Automatically creating and quickly implementing effective planograms.
- Tracking and monitoring planogram execution to ensure consistent layout and presentation across all locations.
- Accelerating preparation for new store openings by efficiently planning macro- and micro-space.
- Achieving cost savings through effective merchandise display management, reducing labor costs, and minimizing waste.

**Beverages**

**Snacks**

**Condiments**

*"The implementation process was smooth and efficient, with excellent support from LEAFIO's team at every stage. Communication was clear, and we felt well-guided through each step. Overall, the experience has been positive, and we appreciate the professionalism and responsiveness displayed throughout"* said Neil Randhawa, Director of Purchasing at Marché Leo's.
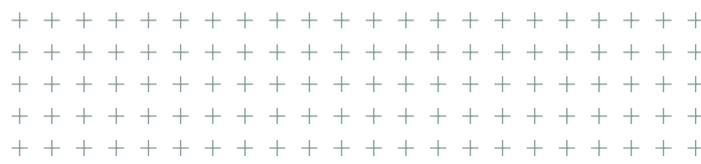
# IMPLEMENTATION RESULTS

## Automated planogram creation

The implementation established a data-based process for creating automated planograms.

## Improved planogram execution

The system enhanced planogram execution with the help of the LEAFIO AI mobile application for store employees.

## Organized assortment management

More organized assortment management makes it easier to define and arrange the assortment for new stores.
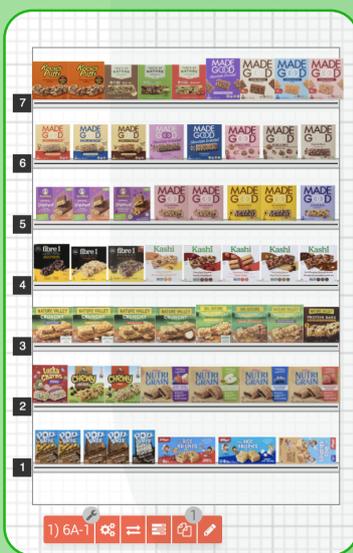
## Efficient new store openings

The retailer successfully opened a new store in Toronto using the solution, with plans to open more locations faster and more efficiently.

## Digitized planograms

All planograms for shelf-stable products were digitized with LEAFIO Shelf Efficiency.

> *"Since the implementation, we have seen significant improvements in workflow efficiency, accuracy, and response times. The new system has enabled us to provide a more seamless experience for both our teams. We are already seeing positive results, and the impact on our operations has been transformative,"* adds Neil Randhawa.

Take the next step toward smarter retail automation.
Request a personalized consultation today.

**REQUEST A DEMO**