

Eco Shop

Making Every Meter of
Shelf Space Count

+32.4%
SALES PER METER

More sales from
the same shelf space



3x FASTER
STORE SETUP
From 14 days to 4.5 days



250+
Stores



100%
Digital
Planograms



Data-Driven
Merchandising

KEY FACTS

Eco Shop, a prominent household goods retail chain in Malaysia, operates more than 250 stores nationwide. Renowned for offering an extensive selection of home goods at affordable prices, Eco Shop is committed to making life easier for its customers by delivering the best prices right in their neighborhoods.



Vertical:

Grocery



250+

Stores



10,000

Employees



CHALLENGES ECO SHOP FACED BEFORE THE IMPLEMENTATION

- **Manual processes:** The team relied on Excel sheets to manage the product library, making the planogram creation process cumbersome and time-consuming.
- **Lack of integration:** There was no direct product status update from the merchandising team to the planogram team, leading to inefficiencies and communication gaps.
- **Inability to compare store ranges:** The team struggled to compare product ranges across different stores, limiting their ability to optimize merchandising strategies effectively.



BUSINESS PROCESS CHANGES



Data-driven planograms

Leveraging data-driven merchandise planning, Eco Shop can now optimize or generate planograms based on sales analytics, ensuring a balance between visual appeal and effectiveness.



Streamlined processes

The software has significantly decreased employees' time creating, implementing, and optimizing planograms, making the overall merchandise planning process more efficient.



Multi-store management

With LEAFIO Shelf Efficiency, Eco Shop can seamlessly manage hundreds of planograms across its retail chain, easily accommodating various store layouts.



Resource optimization

LEAFIO AI's solution helps Eco Shop overcome resource limitations, whether spatial or human, by enabling efficient management of their merchandising needs.



Improved planogram compliance

The software ensures that planogram compliance is consistently met, increasing sales and maintaining the retailer's reputation with flawless display execution.

IMPLEMENTATION RESULTS

+18.5%

sales effect
on dynamics

Category: Candy

+24.3%

sales effect
on dynamics

Category: Laundry

+24.3%

sales effect
on dynamics

Category: Bath & Shower

+32.4%

sales
per meter

Category: Candy

+24%

sales
per meter

Category: Laundry

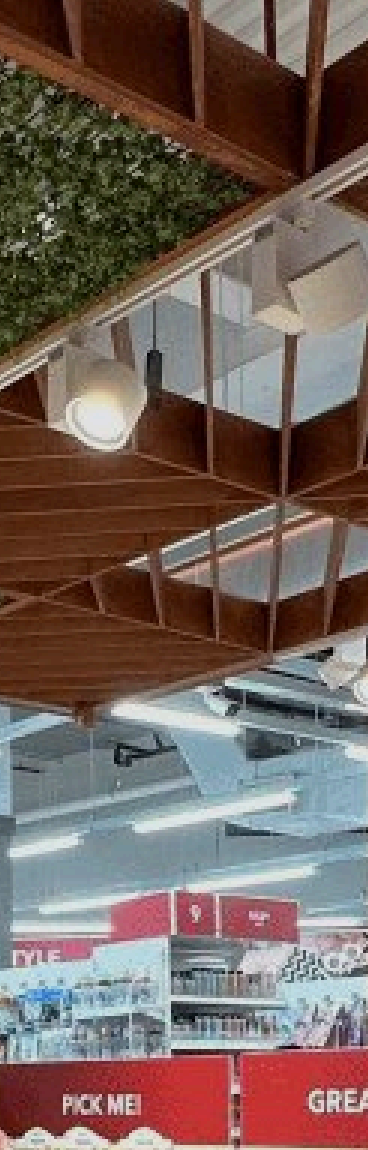
+3.1

sales
per meter

Category: Bath & Shower

KEY BENEFITS:

- **User-friendly Interface:** The software is simple to use, making it easy for users to create, edit, and visualize planograms. The intuitive interface allows for efficient navigation and task performance.
- **Flexibility in design:** LEAFIO offers flexibility in designing planograms to suit different store layouts, product categories, and display preferences, ensuring each store can be tailored to its unique needs.
- **Analytics and reporting:** The software provides valuable insights into sales performance, space utilization, and planogram compliance, allowing Eco Shop to optimize its store space effectively.
- **Cost-effectiveness:** LEAFIO Shelf Efficiency offers a pricing structure that provides excellent value for money and aligns well with Eco Shop's organizational needs.
- **Mobile integration.**



“We would like to express our sincere appreciation for the exceptional software solutions and service LEAFIO AI’s team has provided us at Eco Shop Marketing Sdn Bhd. We are delighted with the first store’s 100% planogram build result and look forward to continuing our partnership. The floor planning, shelf planning, and mobile apps have been particularly impressive,” remarked the Eco Shop SRD team.



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

[REQUEST A DEMO](#)