leafio
OPTIMIZING RETAIL

CHALLENGES IN PLANOGRAM AND SHELF SPACE MANAGEMENT

How to orchestrate and control complex retail merchandising management with minimal effort.



Unlock the full potential of your retail space! Dive into our comprehensive guide to discover expert strategies, proven tips, and actionable insights that will revolutionize how you manage planograms and shelf space.

Planogram development, despite its potential benefits for retailers, faces several significant challenges that can lead to suboptimal results and missed opportunities.

KEY ISSUES:

Slow Planogram Creation & Updates

Since all operations — merchandising, compliance, audits —depend on them, delays cascade across the business. Stores execute outdated plans while the market moves on.

Limited Planogram Compliance

Only ~70% of products show up on shelves as planned. Missing facings, empty spaces, and stock imbalances directly impact availability and sales.

High Sensitivity to Execution Errors

A 10% drop in compliance can cause up to 0.5% sell-out loss. Small errors wrong placements, missing price tags quickly undermine results.

Manual Audits & Delayed Reporting

Manual checks are cumbersome, subjective, and impossible to scale across hundreds of stores.

These challenges compound over time: every week of delay, every missed facing, and every unchecked audit error translates directly into lost revenue and weakened shelf presence.

How were these problems dealt without IT solution?

Sketchy Planograms:

Usually made in Excel, PowerPoint, etc.
Some companies even make directions on product placement just by taking calls from the store employees.

Time-Consuming Manual Shelf Audits:

Regular manual audits to check compliance are conducted

Paper-Based Planograms:

There are printed planograms as visual references.

Exhausting Employee Training:

Investments in comprehensive training programs are needed.

Communication Channels:

Businesses rely on obsolete communication for updates.

Numerous Merchandising Teams:

Dedicated teams ensured compliance across stores.

KEY Benefits of Planogram Management with LEAFIO Shelf Efficiency

LEAFIO Shelf Efficiency brings end-to-end visual merchandising management together into one smart, AI-powered tool—covering store floor planning, shelf design, planogram execution, availability tracking, and performance analysis.

The solution empowers everyone — from headquarters to field teams—to execute tasks with precision, speed, and confidence, turning complex shelf management into simple, expert-level decisions.

With LEAFIO Shelf Efficiency, teams can:

- Generate planograms 4× faster
- Monitor display tasks across the chain
- Build data-driven planograms
- Access planogram analytics
- Streamline merchandising workflows
- Analyze store performance
- Drive measurable business impact
- Get automated reports

IMPACTS OF RETAIL MERCHANDISING SOLUTION

- **35%** assortment optimization
- **27%** more profit on sales
- **8%** more return on sales
- **10%** more sales per meter/foot
- **80%** less labor costs

How It Works

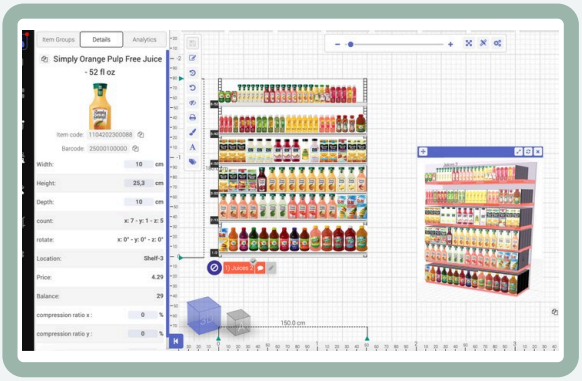


LEAFIO Shelf Efficiency is a full-cycle macro and micro space management solution for retail companies

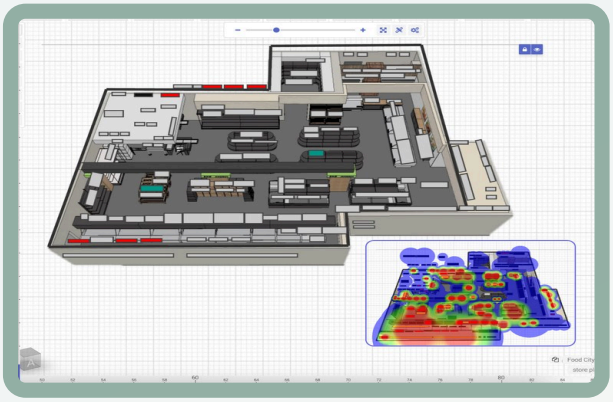
PLANOGRAM GENERATION

Set your rules once, and the system automatically creates optimized planograms based on real sales data and AI forecasting. Sort products by ABC classification, brand, supplier, or custom criteria, and fine-tune the planogram with drag-and-drop editing.

Building planograms should take minutes, not days. Create format templates for chain-wide rollouts or store-specific layouts for unique displays – —all backed by data, not guesswork.



RETAIL SPACE PLANNING



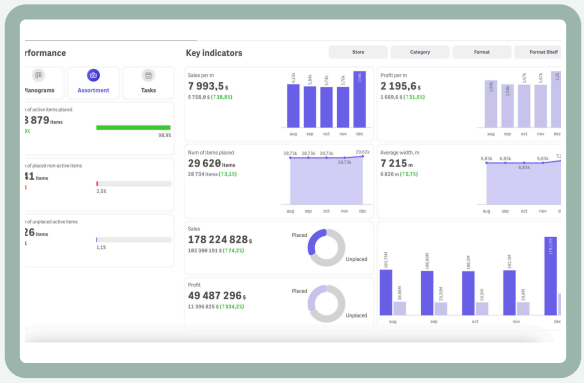
Visualize your entire store layout with integrated macro-spacing tools. Map planograms to the sales floor, identify hot and cold zones, and plan new retail spaces before construction begins.

Optimize every square meter of your store. Place high-margin products in prime locations and redesign layouts with confidence using heatmaps and performance data.

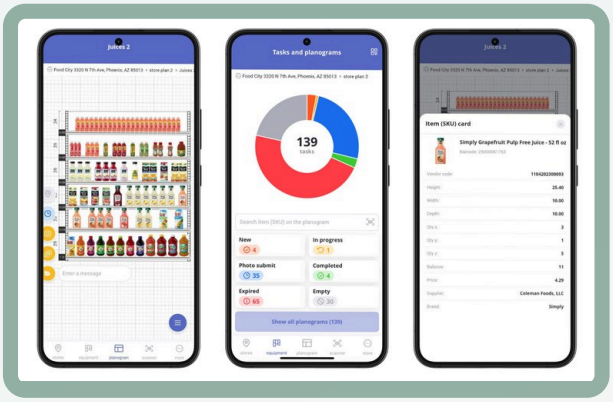
PLANOGRAM & STORE ANALYTICS

Access comprehensive analytics on shelf performance, ABC trends, turnover rates, sales per meter, ROI, and assortment effectiveness. Drill down into category, store, or SKU-level insights instantly.

Make smarter merchandising decisions faster. Spot underperforming sections, rotate assortments strategically, and maximize sales potential with data-driven precision..



MOBILE APP FOR FIELD EXECUTION



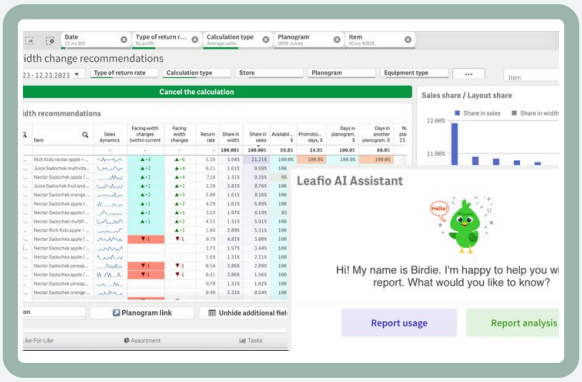
Field teams receive planograms instantly on mobile devices with visual task management, photo references for each SKU, and the ability to document execution on-site. Completed tasks and photos sync automatically to headquarters.

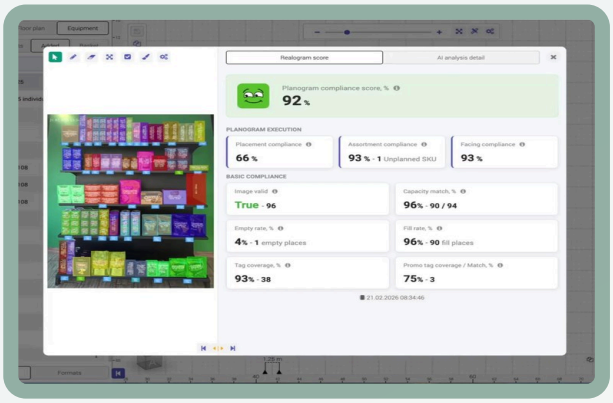
Close the execution gap. Empower store teams to execute accurately, even without merchandising expertise,while giving your HQ a real-time view of what's actually happening on shelves.

AI-POWERED DASHBOARD & INSIGHTS

The AI Assistant analyzes complex reports automatically, surfacing key trends, answering natural language questions, and flagging inefficiencies without manual data work. Ask "Which stores need immediate attention?" and get precise, actionable answers instantly.

Eliminate hours of manual reporting. Focus your team on execution and strategy while AI handles the analysis todrive faster decisions and sharper insights across your retail network.

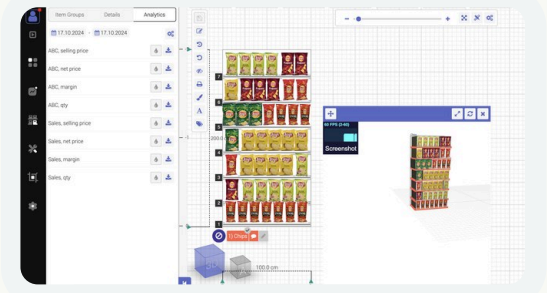




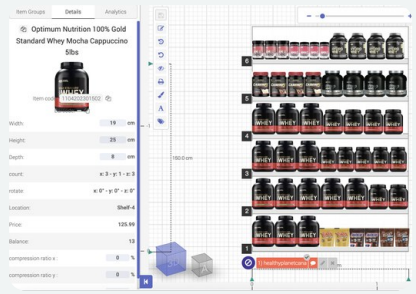
PLANOGRAM COMPLIANCE AI RECOGNITION

AI Planogram Recognition engine compares shelf photos against the planogram and delivers an accuracy score in percent alongside a detailed compliance report. Every mismatch wrong facings, misplaced SKUs, and missing products is flagged and marked visually directly on the image.

Eliminate time-consuming manual store audits. Give your team a clear, precise picture of shelf execution across every location and focus their efforts only where action is truly needed.



Chips



Supplements



Toys



Snacks

Visual Merchandising optimization software trusted by retailers the world over

Our clients are in various retail verticals: **groceries, supermarkets, drugstores, health & beauty, convenience stores, liquor, toy and pet stores**

Plum Market
Regional premium grocery retailer

+11.4% sales
+12.3% profit growth

Eco Shop
Large non-food retail chain

+32,4% Sales per meter
+ 24% Sales per month

PAPAELLINAS Group
Distributor of pharmaceuticals & consumer goods

100% planogram digitalization
70% of merchandising tasks automated

Pharmacy 911
Large pharmacy retail network

3× faster planogram creation
10-fold× increase in assortment coverage

"After 20 years of using the same tool, we were looking for software that offers a 'ready to use' planograming solution with automated functionalities, enhanced analytics capabilities, and layout efficiency".

Deborah Garbi, Visual Merchandising Lead, Philip Morris Switzerland

"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"

Neil Randhawa, Director of Purchasing at Marché Leo's

Why LEAFIO AI?

Unified planning ecosystem

Align planning, merchandising, and inventory execution teams within a single platform, enabling collaborative decision-making driven by real-time data and AI insights.

Proven Business Impact

Clients see measurable improvements in on-shelf availability, compliance rates, sales per meter, and team efficiency. The platform continuously tracks all the results.

Built for real retail operations

LEAFIO Platform enables continuous innovation effortlessly and cost-effectively.

Fast decisions at scale

Transform data into actionable decisions swiftly.

Mobile Apps for Store Managers and Customers

LEAFIO AI RETAIL PLATFORM - OPTIMIZING RETAIL

At LEAFIO, we create software for retail supply-chain process automation and optimization. We are proud to serve 250+ retail companies in over 40+ countries, helping gain a competitive edge in the market, increase resistance to disruption, and generate more revenue with a higher margin. Our core areas of expertise are:

- inventory optimization;
- building merchandising management process;
- loyalty management;
- promotion management;
- assortment optimization;
- transportation management.

Book a 20- min live demo