



PERVIY SEMEINIY

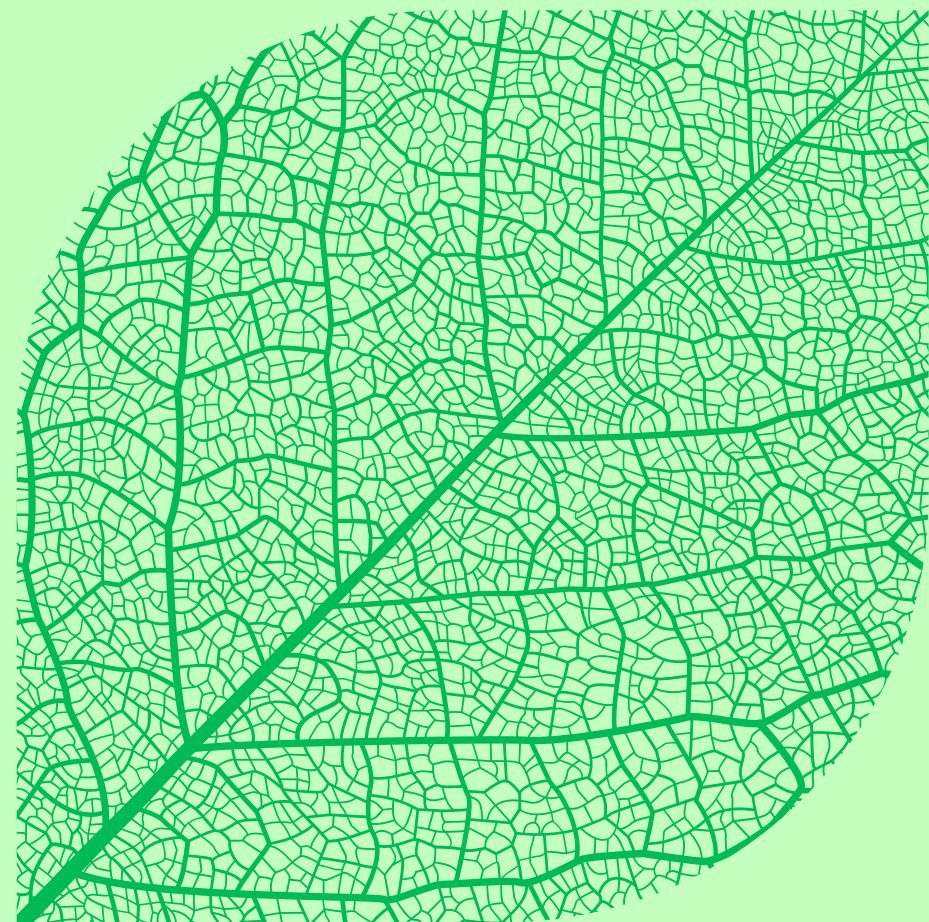
- 16 supermarkets
- 16 cafes on the territory of supermarkets
- 1 distribution center
- own food production

THE CHALLENGE:

In 2019, the company's management realized that there is an urgent need for a system in which the full merchandising process will be visible. At this point, all work took place in Excel and Word, and planograms were sent by mail. When choosing a contractor, the ПPK team set itself the following goals:

- Work of a team to manage merchandising in a single environment
- Storage of data about products, drawing, and storage of planograms, interactive schemes of retail premises
- Simple and intuitive interface, yet an effective solution that covers all needs

THE SOLUTION



The implementation project was launched in the summer of 2019. Thanks to the well-coordinated work of the ΠΡΚ team, integration with the accounting system was made.

Dimensions of products were updated, photos of products have been collected, and a library of trade equipment has been created.

ΠΡΚ employees built high-quality planograms and diagrams of retail premises and analyzed the effectiveness of using shelf space.

THE RESULT

The project was implemented quite quickly, and the customer was satisfied with the results achieved:

- The presence of a transparent merchandising process in a single system
- A clear process has been established from the creation of equipment and planograms to receiving a report on the implementation of the display at the store.
- a unified database was created, which included information on all goods, equipment, schemes of retail premises, planograms, data on sales, prices, and balances.
- The presence of detailed analytics at each stage of the business process.