

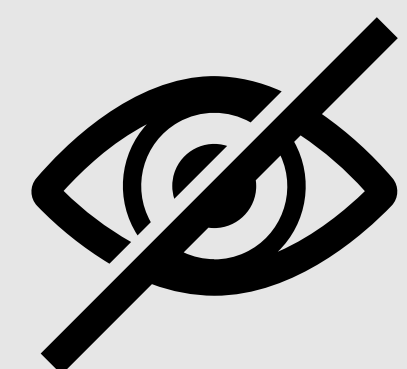
Client Background



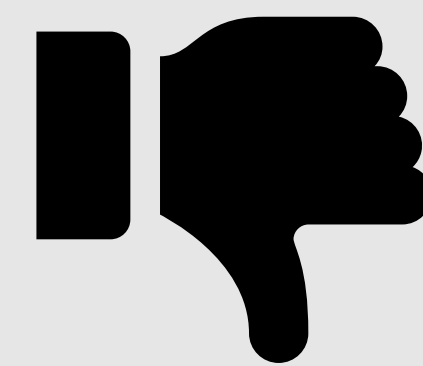
- Founded in 1970 in Cologne, Germany
- Strong client partnerships by offering customized solutions
- With vertically integrated operations – Bruegmann supports efficient, end-to-end service and global innovation

Creation of the FlexRoller in 2008 was a major breakthrough

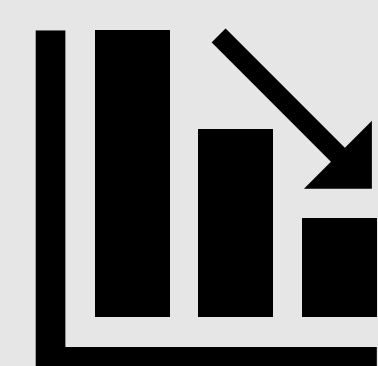
Problem Statement



Low product visibility and inefficient space utilization reduce product accessibility.



This negatively impacts the customer experience and limits sales potential.



As a result, store performance declines and supplier ROI is affected.

Discussion

Challenges

- Adapting to a variable project scope
- Product visibility and availability issues

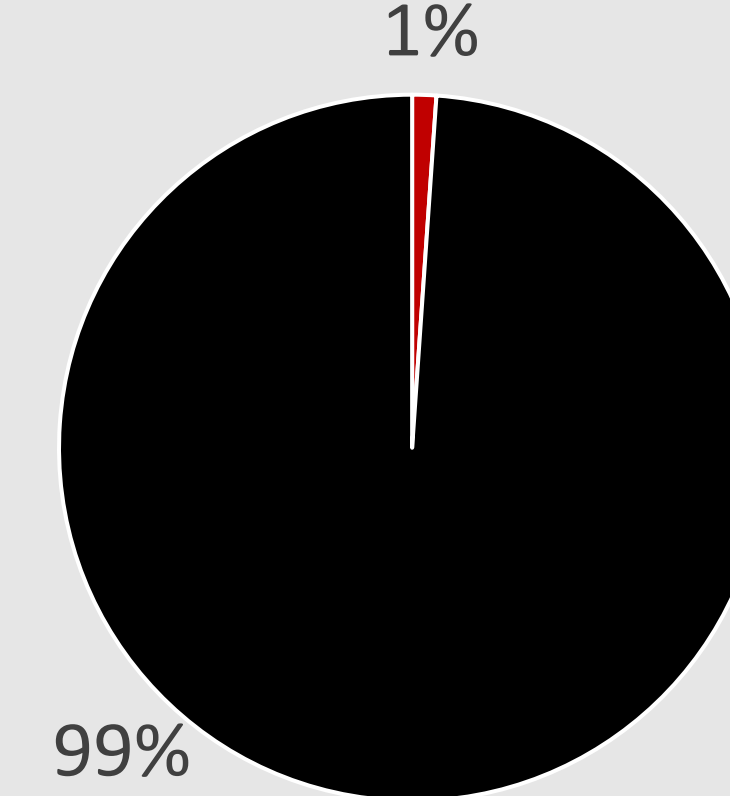
Future Work

- Expansion of the queue line
- Further equipment modification
- Customer queue pathing

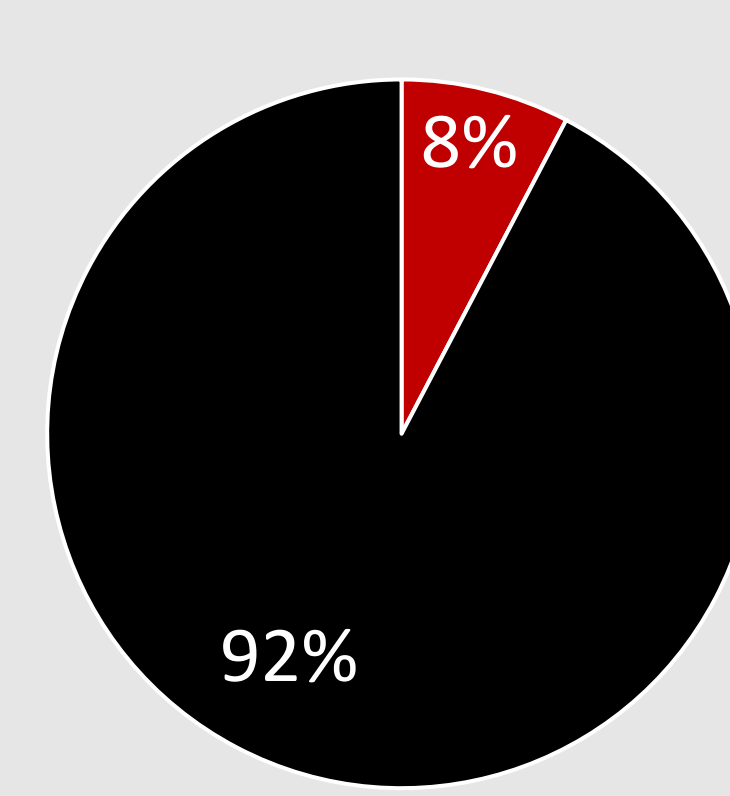
Results

Proportion of Queue vs Store Items Sold

Old Structure

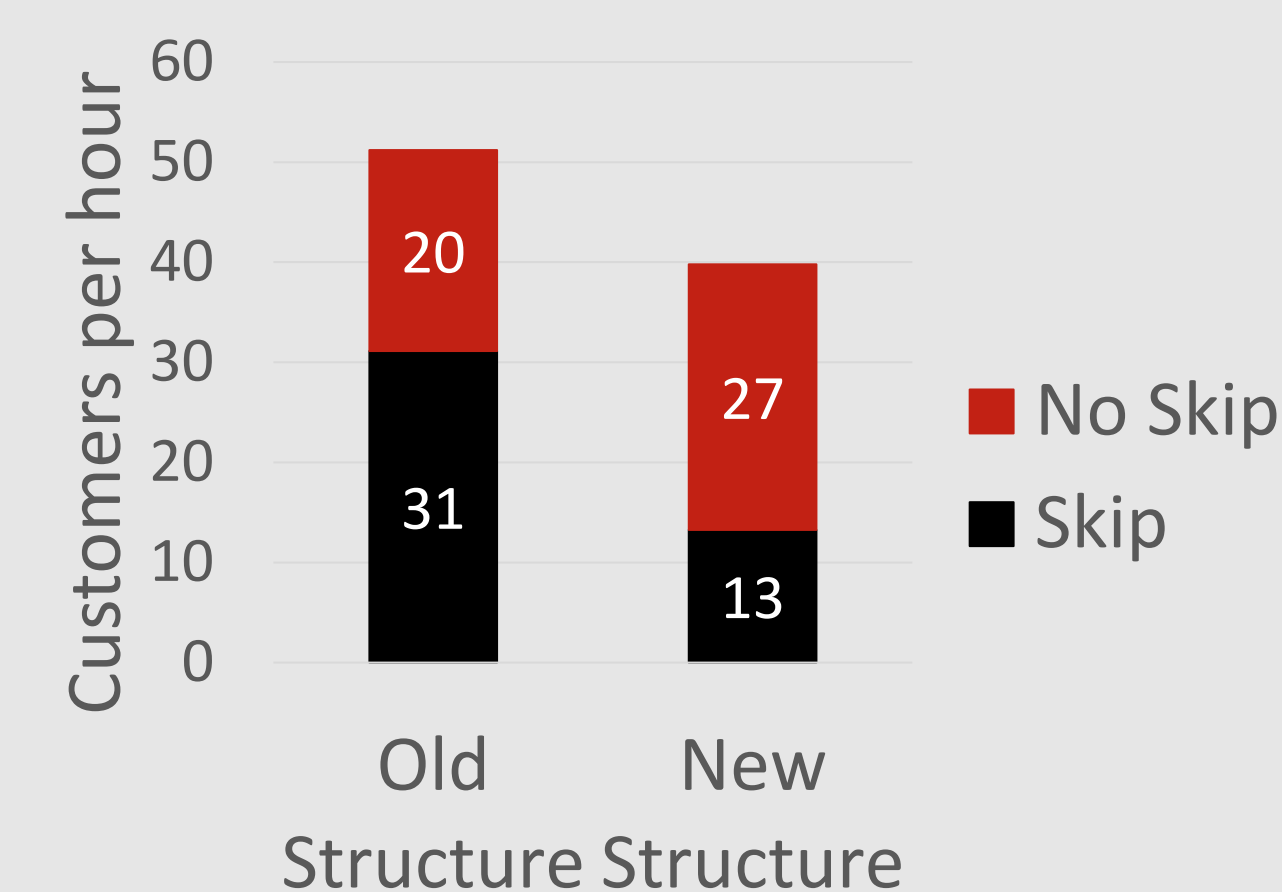


New Structure



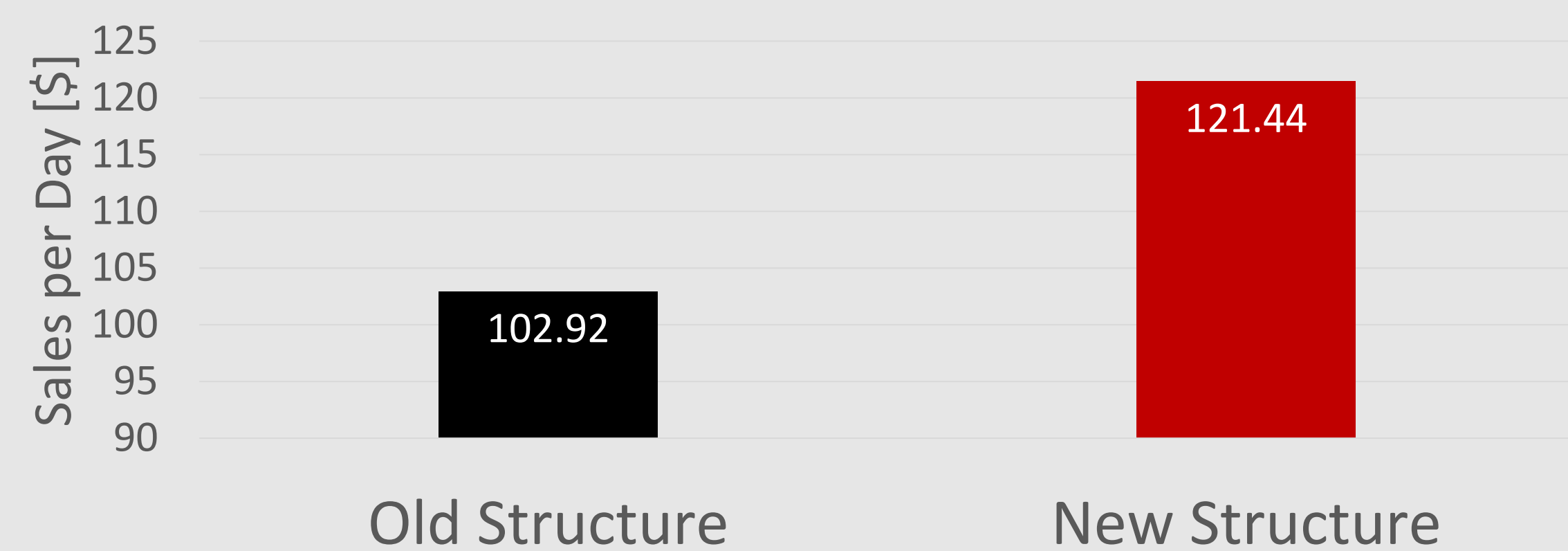
The share of items sold from the queue line rose by 7%

Hourly Customer Queue Skipping



A **28% reduction in line-skipping**, resulting in increased product visibility and, consequently, higher purchase rates.

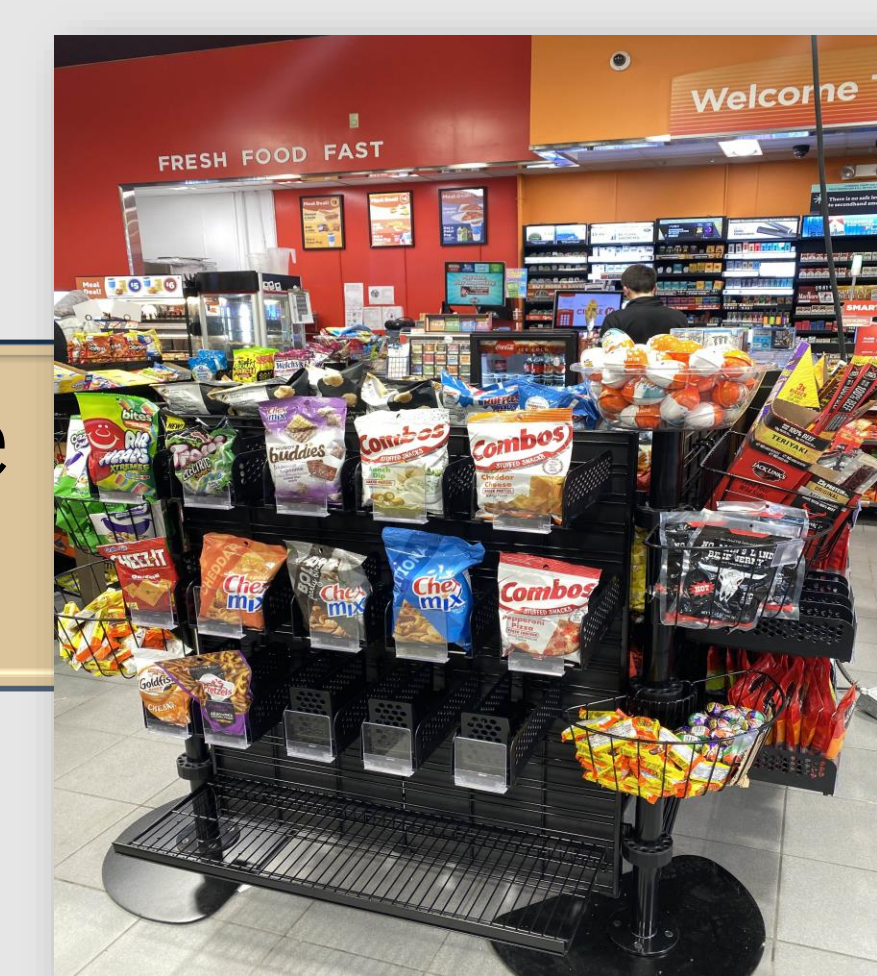
Queue Line Daily Sales Comparison



Average sales per day went from \$102.92 to \$121.44, resulting in an **increase of 18.5%**.



Queue Line Changes



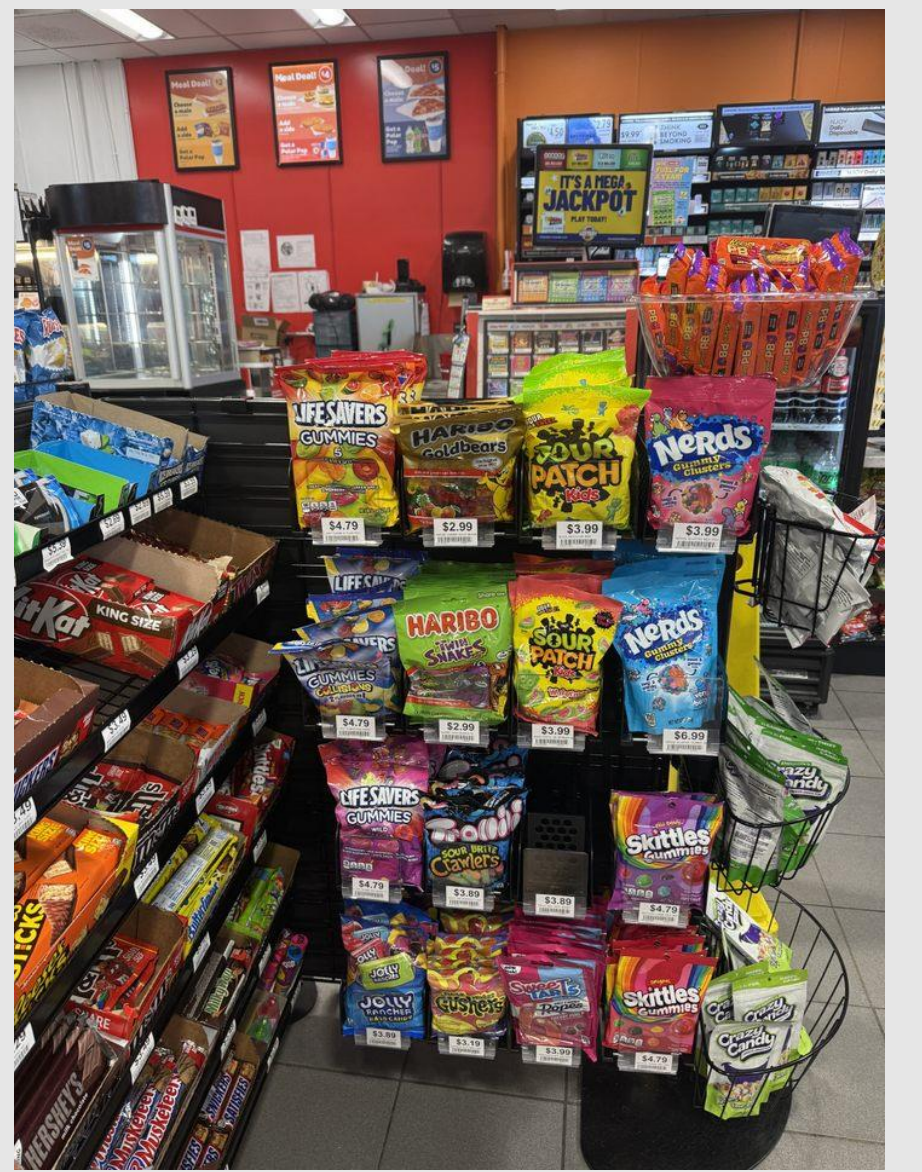
Methodology

Planogram Design

- Hershey Design Principles:** Placing top-selling items in high-view spots

Time Studies

- Item Sales:** Tracking overall number of items purchased and queue line purchases
- Basket Size:** Increasing number of items bought per person through queue line sales



Impact

	Raw Value	Percentage Change
Change in Sales per day	18.52154753	18.00%
Changes in Units Sold per Day	4.448401826	13.53%

Return on Investment Calculator				
Fixed Values	Cost of Investment (\$)	2397	Sales Increase per Day (\$)	18.5
Inputs	Input Mode (Days or ROI)	ROI		
	Number of Days to Run Model		Target ROI %	20
Calculated Values	ROI% Calculated		Days to Reach Target ROI %	155
	Monetary Value of Return (\$)	479.4	Break-even Days	130

Return on Investment Calculator				
Fixed Values	Cost of Investment (\$)	2397	Sales Increase per Day (\$)	18.5
Inputs	Input Mode (Days or ROI)	Days		
	Number of Days to Run Model	365	Target ROI %	
Calculated Values	ROI% Calculated	181.71	Days to Reach Target ROI %	
	Monetary Value of Return (\$)	4355.5	Break-even Days	130

It will take 130 days to break-even

- Risk Mitigation:** Recommendation to ensure product availability
- Time Saved:** Pushers reduce the need for constant adjustment of the products
- Human Factors Improvements:** By reducing the need for constant adjustment, we minimize the frequency of having staff working in an uncomfortable position

Scan Here for Appendix

