



Belgian Organic Grocer Sequoia selects Aldata to optimise its Retail Shelf Planning

November 30, 2011 - Natural and organic retailer Sequoia selects Aldata Shelf Planning to maximize performance at its current stores and to support its franchise growth plans.

"The three stores in our natural and organic grocery chain, which we plan to grow with an additional 10 franchises over the next 5 years, have differing product assortment needs based on local shopper requirements. Stock control and category management are therefore vital," says Brigitte Bruyninckx, Board Director of Sequoia. "We needed an intuitive solution which would be easy to implement and that supported our merchandising requirements. We chose Aldata primarily because of their excellent support but also because of the powerful data analysis and ease in which data can be imported into their Shelf Planning solution."

About Sequoia

Sequoia is a Belgian natural and organic grocery retailer. The retailer offers a wide variety of fresh produce, health and beauty products as well as products for the home. All products sold are organic or are based on natural ingredients. Regional products are stocked to reduce the environmental impact of transport. www.sequoiashop.com

How will Aldata's Shelf Planning solution help Sequoia:

- The current owners of Sequoia bought the chain in 2007 with the ambition to bring the benefits of organic produce to more people in Belgium. The first step was to modernize the retailer's image as well as build the foundations for growth.
- A key priority for the business was to improve merchandising process as well as out-of-stocks which was resulting in loss of revenue.
- Today Sequoia offers 8000 products from fresh foods and wines to health and beauty products, as well as products for the home. The retailer has a key focus on sourcing products from the local region.
- Using Aldata's Shelf Planning solution, Sequoia is able to easily create professional planograms that automatically recommend product facings based on stores sales based on data collated in Excel. Sequoia are also able to plan shelf space, optimize sales performance as well as plan for the regional variations in products available by store.
- It's the company's ambition to add 10 franchise outlets to the current three stores it operates over the next 5 years. The Aldata solution will help Sequoia to add value to its franchisee's by supporting them with merchandising support specific to their local shopper needs.

About Aldata

Aldata is a global leader in retail and distribution optimization. Our software and service solutions help retailers, distributors and manufacturers dramatically improve their business performance.

We optimize categories, space, supply, logistics, and consumer engagement to increase our customers' revenue and margins, reduce time, cost and waste, and enhance on-shelf availability, service, and retention. <http://www.aldata.com/> or [Aldata's Apollo Space Optimisation](#)

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