

# Apollo Consulting Service

Embrace the concepts of shelf space management

“are you merchandising effectively?”



## SERVICES

### EFFECTIVE MERCHANDISING: THE RACE FOR SPACE

The demand for retail shelf space has never been so competitive. So intense is this demand, that every day in board-rooms throughout Australia, management furiously plan to guarantee space for their portfolio of brands and products. Every day retailers approach the issues relating to product positioning and space allocation by devoting valuable resources to determine an optimum solution. Only those who possess the flexibility, technology and willingness to respond will remain competitive.

### HOW CAN WE HELP?

The Apollo Solutions Team at Metiri Mensus offer a consultancy service designed to assist companies embrace the concepts of Shelf Space Management and computerised merchandising.

Using our Apollo Suite of software products, and years of experience gained at the coalface, our consultants conduct shelf space management reviews, presenting accurate and succinct outcomes and solutions. Representing an impartial third party approach, Metiri Mensus can offer as generic or sophisticated a review as clients require.

### PROJECT TYPES

Each project is unique and structured to meet the particular need specified. Typical projects may include any or a selection of the following examples:-

- **Market Assessment**  
Top Level total market assessment and category allocation
- **Category planograms**  
Layouts for general trade presentation
- **Category Evaluation**  
In depth category analysis, including competitor and brand evaluation
- **Pack Design**  
Review, prior to launch, the shelf impact of new products and labelling
- **New Product Launches**  
Present merchandising options for the fringing and display of new products.
- **Imaging**  
Digital photography service, optimised for use in Apollo.
- **Planogram Overflow Service**  
Access to fully trained space management personnel to help you through those busy periods



METIRI  
MENSUS

Part of a complete range of merchandising applications

Macro Space Planning

Micro Space Planning

Planogram Automation

Planogram Distribution

Services



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