

## Abstract

### “Product range analysis”

#### Area

Product range management

#### Keywords

Income optimisation, space optimisation, shelf optimisation, product availability optimisation, value management, efficiency

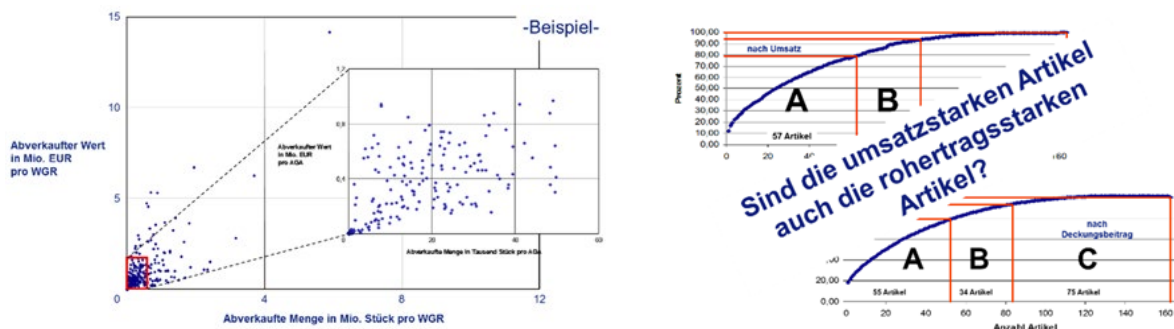
#### Study/project

Project

#### Starting point/project assignment/objective

The situation for many retailers is characterised by continuous addition of new products without a qualified delisting taking place at the same time. Often there is a lack of knowledge of how to support qualified delisting.

ABC analysis specific to the product group offers initial starting points in this regard, with the classification criterion (revenue, sales figures, gross profit, etc.) first having to be set.



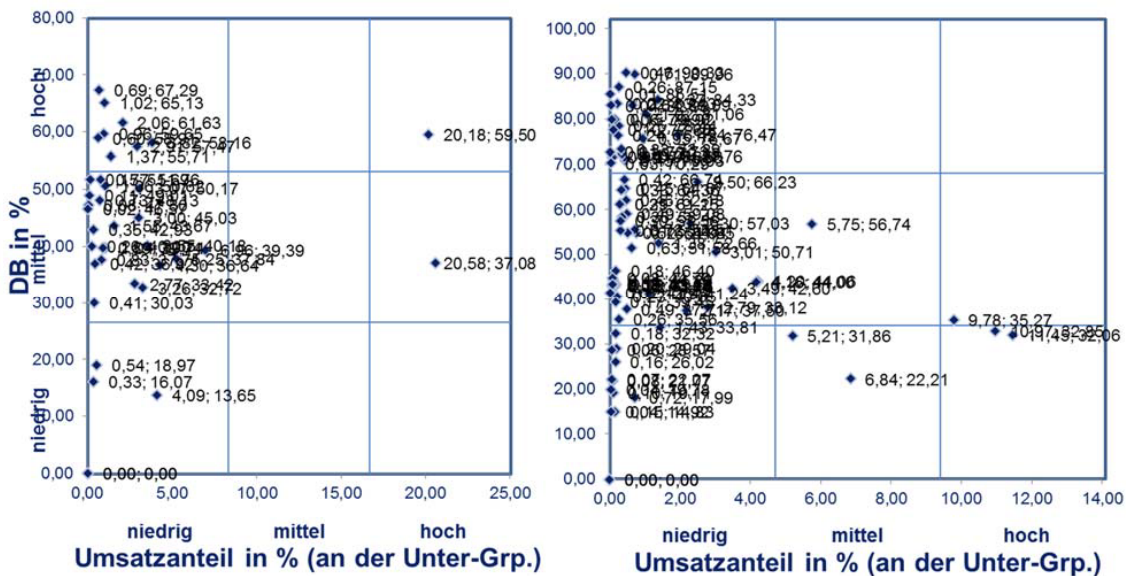
The objective of the analysis specific to the product group was to identify the products that could be delisted with respect to sales and pricing.

## Procedure

- Identification of the product groups and analysis period
- Data generation from enterprise resource planning, its assessment and visualisation
- Discussion of the findings in a workshop
- Timely implementation of the findings

## Results/findings

The results were presented in a workshop. The initially manageable group grew steadily. The findings from the analysis were discussed, errors in data management were identified and recommended actions were forwarded directly to buyers and implemented in-store in a timely manner as a placement instruction.



The tool used has been extended in the meantime to allow further information to be mapped.

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