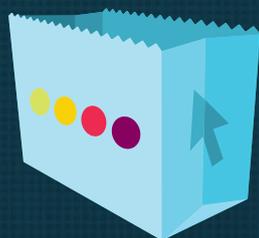


theStore²

Converting Space Into Sales



thestore²
retail lab



What is theStore²?

theStore² retail lab is a state-of-the-art, easy to use tool package that helps you plan your in-store space in an optimal way. Manage product categories, plan the shelf layout and analyze how floor design translates into sales. With theStore² you can also carry out market research and train sales representatives.

Business Purpose

- Build efficient retail space faster
- Get a higher ROI on your retail space with dedicated, versatile analytics that help you achieve the best results
- Managing information about various layouts of your space becomes easy thanks to 3D concepts stored in a single database
- Category management ideas and promotional displays are presented in an attractive way, clear for the viewer
- Thanks to reliable pretests, you can implement changes in the store without taking unnecessary risks
- Catman strategies can be implemented fast thanks to virtual training, during which your fieldwork staff can master practical skills
- Intel about category management is transferred to the tools used in the organization

Why?

Simple interface

The realistic impression of interacting with an in-store environment

Flexible analytical engine which provides calculations and optimizations suited to the user's needs

Perfect for training and running consumer tests for new ideas

How does it work

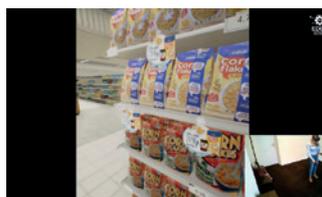


Planning your space

Creating planograms and working on category management has never been that easy

Realistic visuals and accurate planning thanks to the 3D technology

Convincing and effective ideas for arranging the retail space



Pre-testing

Store simulator is a great test environment for studying buyers' reaction before the implementation of your project

Selecton of the most profitable solutions



Analytics and Optimization

Mathematical models will indicate the optimal direction

Create your own statistics and calculations

Coordination with external Databases

Space design supported by reliable Analyses



Training

Sales representatives can practice their skills in the virtual space

Increased accuracy of internal trainings and fieldwork execution

theStore² in a business process



save time and money on preparing concepts

collaborate with your partners in full 3d retail environment

show appealing concepts to your business and retail partners

choose the best trade marketing concepts future scenarios for roll-out

pretest ideas in laboratory by confronting them with consumers in 3d virtual simulation

practical and effective trainings for sales-force, trade marketing and catman

3d simulations make knowledge transfer accesible and efficient

use data from the current retail campaign to make more accurate plans in the future

EdgeNPD clients examples



For whom?

- Category managers
- Trade marketers
- New Product Development
- Sales Reps Training Teams
- Revenue management

theStore is a game changer on the retail market. With this amazing tool we can analyse and implement different ideas of increasing the chances of purchase in the store space. It has proved invaluable during presentations and business negotiations. Great advantage of this tool is an opportunity that it provides to measure different scenarios which are difficult to test in other ways, after that it gives clear, quantified results which lead to actionable recommendations.

Piotr Przerwa, Insights Director, Coca-Cola

See more at

edgenpd.com/thestore2/

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