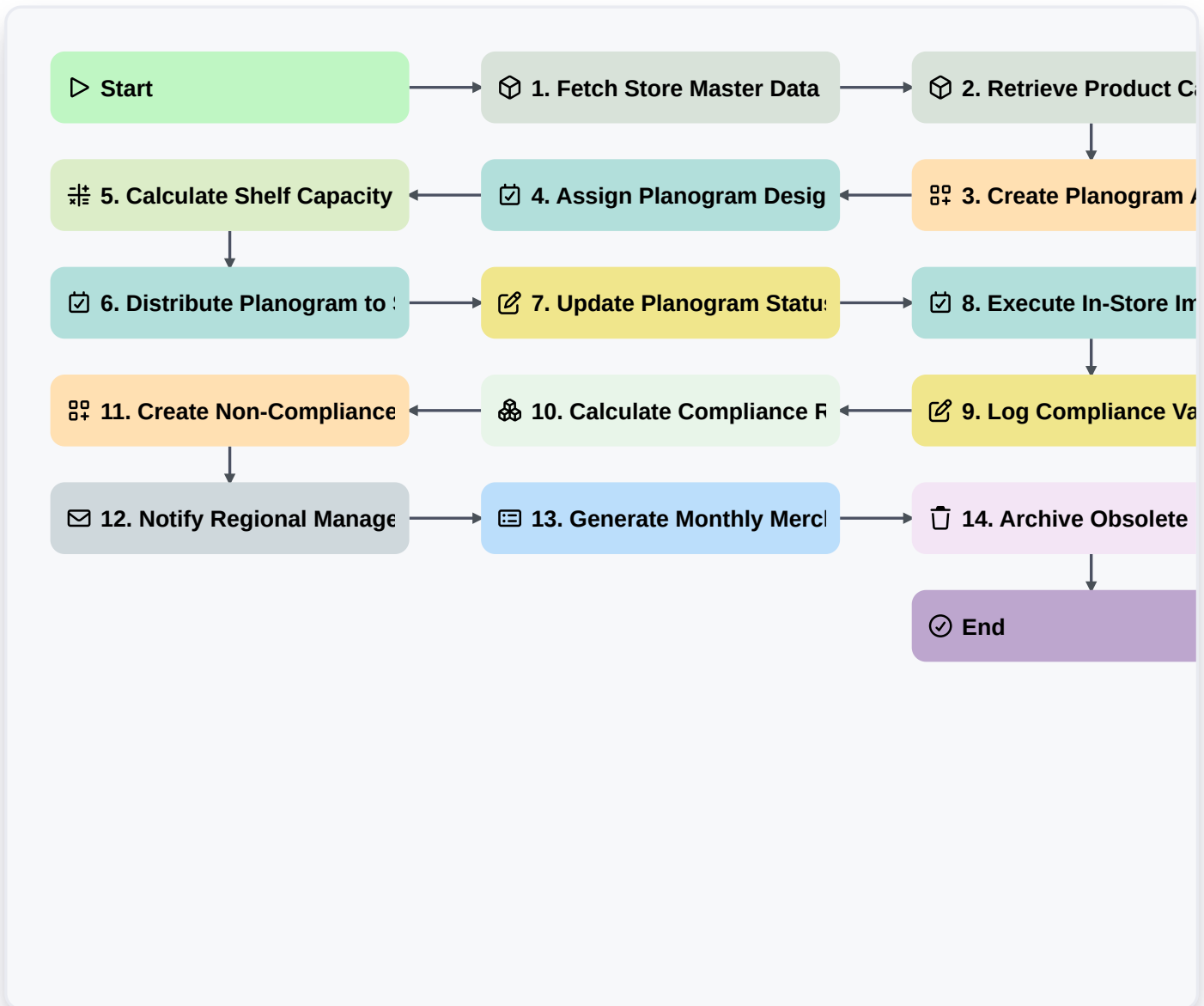


# Retail Merchandising And Planogram Execution



## Start

Start of the Workflow/Process.

## 1. Fetch Store Master Data

Retrieve store locations, regional manager details, and store dimensions from the Store Data Model.

## 2. Retrieve Product Catalog

Get current SKU details, dimensions, and category information from the Product Data Model.

## 3. Create Planogram Assignment

Generate a new Planogram Execution entry linked to a specific store and time period.

## 4. Assign Planogram Design Task

Create a task for the Visual Merchandising Team to design the layout based on product specs.

## 5. Calculate Shelf Capacity

Calculate the total linear shelf space available vs. the required space for the assigned SKUs.

## 6. Distribute Planogram to Stores

Create tasks for Store Managers to download and review the new digital planogram instructions.



### **7. Update Planogram Status**

Update the status of the Planogram Execution entry to 'In Progress' or 'Completed'.

### **8. Execute In-Store Implementation**

Create a task for Field Merchandisers to physically rearrange products according to the planogram.

### **9. Log Compliance Variance**

Update the execution entry with notes if the physical shelf setup deviates from the planogram.

### **10. Calculate Compliance Rate**

Aggregate all execution entries within a region to calculate the average % of planogram compliance.

### **11. Create Non-Compliance Issue**

Create a new entry in the 'Audit Issues' data model if a significant deviation is detected.

### **12. Notify Regional Manager of Compliance Drop**

Send an automated email to the Regional Manager when the aggregate compliance falls below the threshold.

### **13. Generate Monthly Merchandising Audit Report**

Create a comprehensive report summarizing execution success, variances, and stock alignment across all stores.

### **14. Archive Obsolete Planograms**

Delete or archive old Planogram Execution entries that are no longer relevant to the current season.

### **End**

End of the Workflow/Process.