Shelf Space Allocation at Coles
Brands & Private label

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Independent shelf-space allocation

Shelf Layouts are designed with two main aims:

1. Customer Friendly – Easy to find the item I want
2. Store Efficient – minimise out of stock potential, stock fits on shelf when delivered

Layouts also differ depending on the balance of characteristics of a category:

- *Usage Occasion Led* – where how a product is used defines its positioning
- *Value Led* – where price is most important to customer decision making

For ranging and space allocation decisions Coles brand products are treated in the same manner as proprietary brand products.

The example depicted opposite shows that Coles brand products are located together with similar brands and less shelf space than proprietary brands.
Shelf space allocation – Fresh milk

Layout built by brand and type
Coles items are high volume so have prominent locations alongside the similar branded product
Shelf space allocation – Table spread

Layout built with a Health, Margarine, Spread, Butter/Cooking usage occasion split, Coles butter items are highest volume so have prominent locations alongside the similar branded product
Shelf space allocation – Packaged bread

Layout built by brand and type
Coles items are highest volume so have prominent locations alongside the similar branded product
Shelf space allocation – Soft drinks

Layout built with a Natural & Flavoured split, then by brand and flavour type.
Coles items are highest volume so have prominent locations alongside the similar branded product.
Customers have their own favourite Chocolate Biscuits, so layout blocked into major biscuit types. Most wanted items (Arnotts Tim Tam, Mint Slice) easy to locate.
Shelf space allocation – Fruit juice

Layout built with a Drink > Juice > Fresh Juice split, then by brand and flavour type. With an impulse usage occasion section Coles items are placed alongside the similar branded product.
Shelf space allocation – Canned beans

- Items blocked beans and spaghetti left to right and by price band left to right – Coles Smartbuy on bottom
- Coles Brand items placed beside branded equivalents to assist customer purchase
- Branded items have higher sales and subsequently more space
Shelf space allocation - Tissues

Facial Tissue Layout built with a price/quality based flow.
Cheaper/lesser quality products on lower shelves moving up to better quality/more expensive
Facings balanced to assist ease of shopping and remaining in stock.