Glossary of Terms

Term	Definition
Assortment	A collection of products that are to be considered for inclusion in the range for a planogram. Can be at store/ cluster level. Can also mean the collection of products currently placed onto a planogram.
Automation	Utilizing the system to automate repetitive manual tasks using pre-determined attributes/ rules/ metrics to streamline and speed up the work of the planogrammer. (E.g. Where a task involves changing product attributes across a number of planograms. The system can be set to perform this task rather than the user having to perform the same task over and over for a number of planograms)
Bay	A planogram can be broken down into number of bays. Distinct areas within the planogram that have components/ fixtures added to, allowing products to be placed & merchandized.
Bay Sequence	This provides a number to each bay within a planogram to aid the user when locating the bay within the planogram (e.g. Bay 1/ Bay 2 etc.)
Blocking	Blocking is used to separate and differentiate products that can be part of a larger category. In grocery retailing; to break down areas within the planogram to only allow a subset of products to be considered for placement. Can be used in conjunction with sequencing to aid the order for the placement of products within the defined block area.
Capacity	Capacity is the total units of the product placed onto the planogram
Capping	Capping is a way of merchandizing products onto a component - Capping is to place a side or top facing onto a front facing of the product. There are numerous ways to 'cap' a product.
Case/ Case Pack	A multiple product quantity (1 case = multiple units). Usually how a product is delivered to store. A product may be delivered in a pack of 12 to be singularly placed onto the shelf. In this instance the Case Pack = 12 units.
Category	Similar/related products that are grouped together within retail for buying & selling purposes. Products usually meet a similar consumer need, or the products are usually inter-related or substitutable
CLASSI	Cluster Level Assortment, Store Specific Inventory - A type of planogram that utilizes an assortment based on Cluster level ranging but using Store Specific Inventory requirements. Thus, producing a number of store planograms with the same range but differing amounts of stock (inventory) for each product based on store sales information
Cluster	A collection of stores with a common attribute (e.g. Marketing area South/ West etc.…) Store Clustering is the grouping of stores to facilitate marketing, advertising, merchandizing, pricing or promotion
Component	Types of equipment used to merchandize product onto (e.g. Shelf/ Hanging Bar/ Pegboard etc.…) Fixture/ component can have the same meaning

Component /Fixture Sequence	This provides a number to each component within a planogram to aid the user when locating the component within the planogram (e.g. Shelf 1/ Shelf 2/ etc.) Can be used in combination with Bay sequence (e.g. Bay 1, Shelf 3 etc.)
Consumer Decision Tree	Known as CDT: Provides a deeper understanding of the shopper's behavior and motivations when buying the product and ensures a valid range for the category. The hierarchy is usually described like a family tree and details the various product attributes (such as price, flavor, size, brand etc.) Each category or product group can have a different CDT based on consumer behavior (Vendors usually spend a large budget to understand the shopping behaviors of their customers) The CDT can help the planogrammer to design the layout of the planogram as to where to place and how to block the products
COS	Cases on Shelf - The number of cases of the placed products based on the total case unit attribute of the product.
Dimensions	The height, width and depth of a fixture/ shelf/ product/ case/ tray etc.….
Dims	A shortened name for Dimensions
DOS	Days of Supply - The number of days of supply of the placed product based on performance (Sales Units per week) of that product. The system averages the weekly Sales units to enable a daily figure to be calculated.
Face up	The procedure of increasing the facings of a product to a pre-determined inventory metric ensuring the correct amount of stock is merchandized on to the planogram while leaving as little white space as possible
Facing	A Facing is when a product is placed at the front edge of the shelf with the front facing outward. The number of facings is determined by the performance of each product.
Fill Deep	This stipulates how deep to fill the products onto the component
Fill High	This stipulates how high to fill the products onto the component
Fill Wide	This stipulates how wide to fill the products onto the component
Fixture	A collection of components used to display products in store. Fixtures can be added to Bays to create a merchandizable planogram. An individual component can also be called a 'fixture'
GTIN	Global Trade Identification Number - A unique product code that is used to identify each product within the planogram (Can be known as: SKU/ Product Code/ etc.)
Hanging Bar	A hanging bar is a component on a planogram used to merchandize hanging product using Pegs. Hanging bars aid the planogrammer in keeping the products horizontally aligned. Hanging bars can be placed at notch heights within each bay.

Highlight	A way of coloring different attributes of a product or component (e.g. Highlight by Brand would color each product by the Brand attribute thus each product with the same Brand would have the same color)
Inventory	The amount of each product placed onto a planogram. Inventory rules can be set to allow the system to place the correct minimum amount of products based on business requirements
Labels Component	Used to show required information for each component on the planogram
Labels Product	Used to show required information for each product placed onto the planogram
Location	Refers to a store/ retail outlet. Planograms are attached to locations (stores) so that the store can view and print the required planogram
Macro Space	Store layout based on the physical constraints of the store and the ideal / optimal size and adjacencies of the categories
Merch	Shortened version of the word Merchandizing
Merchandizing	How products are placed on fixtures/ components
Micro Space	Product layout based on fixture size and product assortment/ inventory
Notch	Notches are the vertical holes where the components are placed within each bay of the planogram.
Notch Pitch	This is the height between the same point of one notch to the same point on the next notch. Typically measured from the top of one notch to the top of the next notch.
Notch Position	This is the position of the notches where the components are placed with the bottom notch being 0 and each notch above that is an increment of 1, thus the component can show which notch it needs to be placed at in store. E.g. Top shelf is placed at notch 32.
Optimization	The automated creation of planograms; using system data 'product/ performance/ fixture' and business analysis: blocking/ sequencing, to produce a number of store/ cluster level planograms with products placed/ merchandized in line with business requirements
Orientation	A way of merchandizing a product onto a component (e.g. Front/ Side/ Top)
Peg	Pegs are used to merchandize products onto Pegboard/ Slotwall or Hanging bars. The length of the peg can be stipulated and determines how many products deep can be placed
Pegboard	Pegboard is a component on a planogram used to merchandize hanging product using Pegs. Pegboards are used where the planogrammer wishes to have independent control as to where to place products horizontally & vertically.
Performance	Performance is the product sales data, usually split by store, by week. This can be shown in various metrics (Sales Volume/ Value etc.)

Planogram	A diagram that indicates the placement of products on components in order to maximize sales in store. Typically will be a number of bays
Planogramming	Inventory control and merchandize display technique that enables a retailer to maximize shelf-space utilization.
POG	A shortened name for Planogram
Position	The placement of a product within a planogram. Can be used as a quantity (for multi sited products) or a sequence to detail where the product is placed.
Product position Sequence	This provides a number to each product position within a planogram to aid the user when locating the product position within the planogram (e.g. Loc 1/ Loc 2 etc.) Can be used in combination with Bay Sequence & Component Sequence (e.g. Bay 1, Shelf 1, Loc 1 etc.)
Product Universe	A list of products to be utilized by the planogrammer when placing products onto a planogram Similar to an assortment but does not include any ranging information for each product
Ranging	The list of products that are to be included for a store's assortment. The ranging information includes the stores and required capacity for each product.
Sequencing (Blocking)	Used in conjunction with Blocking to aid with the order as to which to place the products onto the planogram within the block that the products have been assigned to. This allows planograms to be produced by the system during optimization with the products placed in the required order within each block.
Shelf	A shelf is a component on a planogram used to merchandize various product. E.g. Boxes/ Jars/ Cans
Slotwall	Slotwall is a component on a planogram used to merchandize hanging product using Pegs. Slotwall are used where the planogrammer wishes to have independent control as to where to place products horizontally. These are similar to Hanging Bars but without the flexibility of being able to place vertically within the notches
Space Planning	Retail space planning refers to product placement or departmental adjacencies within a store layout taking into account the store fixtures/ product inventory and product assortment
SRP	Shelf Ready Packaging (also known as: SFP - Shelf friendly packaging) An economic way to display products in store to allow store colleagues to place directly onto the shelf without having to transfer the stock from a box onto the shelf singularly
Stacking	Stacking is a way of merchandizing products onto a component - Stacking is to place a front facing of a product on top of another.
Template/ Master	Refers to a planogram that is used to create a number of planograms.
Tray	A multiple product quantity (1 tray = multiple units) Can be used when merchandizing products onto a planogram where the product is delivered to store in packaging ready to the placed onto the shelf (SRP)

Tray Configuration	The dimensions of a tray and also the number of units high/ wide and deep that sit inside the tray to be placed onto the shelf in store
Unit	a product quantity (1 unit = 1 product position placement)
White Space	The amount of space remaining on the fixture/ component/ planogram once all products have been placed and faced up.
X	X Axis = Horizontal
Y	Y Axis = Vertical
Z	Z Axis - Depth