

Space Management

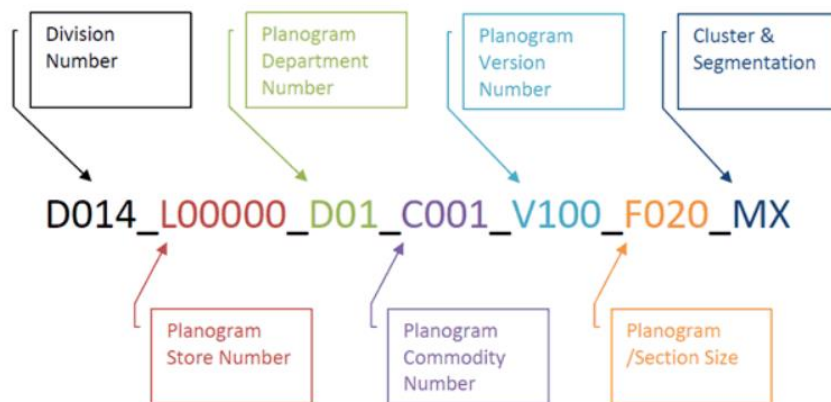
Space Management provides planogram .pdf and .xml file downloads and the following planogram reports:

- Adjacency
- Store Mapping
- Facing Grid
- Items Across Divisions

Column Definitions

Division – Describes the division for which the planogram is intended.

Planogram – Planogram file name. Kroger naming convention for planogram can be found below:



Description – Describes the commodity of the planogram and is determined by the category manager or PCOE Process Manager.

Revised Date – The date of the most recent change to the Planogram.

Version – Describes the planogram makeup or use (i.e. 6-Shelf w/ 7-Shelf Offset). Version assignment is specific to the commodity and describes the layout of the planogram.

Size – Describes section size:

F = Linear Feet

I = Inches

D = Doors

Core – Identifies the main or 'core' planogram. Core Planograms are denoted with an 'X'

Store Count – Identifies the number of stores using the highlighted planogram

XML/PSA File

The .xml/.psa file format is used to structure, store, and transport the planogram information. The .xml file by itself isn't useful; it needs to be loaded into Apollo (version 11.1, preferably).

PDF File

The .pdf file is a schematic representation of the planogram detail including: shelf number, position, UPC, UPC description, and facings.

Adjacency Report

The Adjacency Report returns every POG located on both sides of the aisle, where the aisle contains the selected commodity. The report includes: planogram, planogram description, division, store, aisle, aisle orientation, and aisle sequence. The report is downloaded as a .csv file; ready for import into Excel.

Store Mapping Report

For each planogram selected, the Store Mapping Report returns planogram location by store. Location is defined by aisle, aisle orientation and aisle sequence. Additional fields include store number and mirror. Planograms are typically written with a Left-to-Right flow. In some cases, a merchandising decision is made to reverse the flow of the planogram within a given store. Most often this is done to achieve a desired flow of items (i.e. leading off the aisle with a particular brand). The mirror flag, indicated with a "Y" means the planogram is to be viewed with reverse flow or Right-to-Left.

The report is downloaded as a .csv file ready to import into Excel.

Facing Grid Report

For each planogram selected, the Facing Grid Report lists all UPCs and reports the number of facings by planogram. Item description and size are included for reference. A blank field indicates the UPC is not included in the planogram. The report is downloaded as a .csv file ready to import into Excel.

Planogram Items Across Divisions

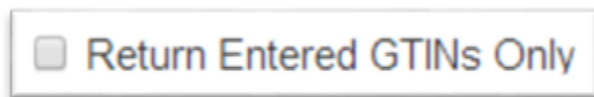
This report provides a summary store count by Division of where items have been placed within an approved planogram. Use this report to identify where items may not have been appropriately included or removed from the active planogram definition.

A distinct item list is created based on the planograms selected. The store count represents any store where an item is included in an approved planogram (not just the planograms selected). Report returns store count by Division for the Divisions linked to the planograms selected.

Data Selection

Starting Point Product Hierarchy Selector: This report will return all items within planograms that have any items that fall within the product hierarchy selection. If a planogram contains other items not within the selected commodity, then these items will be included in the selection results.

GTINs Product Hierarchy: Within the GTIN selector there is an option to allow users to “Return Entered GTINs Only”. By enabling this option, this report will return only those GTINs the user has entered. If the user chooses not to enable this option, this report will return all items within the planograms that have any items that fall within GTIN’s entered.



Data Definitions

UPC – Base UPC

Item Description – Item Description

Size – Item size including unit of measure

Division – Kroger division reported as concatenated division number and description. Example: 011 Atlanta

Store Count – Total number of stores where an item is included in an approved planogram.

Notes

1. Pivoting Division from the Data area provides a Total Store count across all Divisions selected.
2. There are no hidden fields available. The user may drag and drop or use ‘Change Settings’ to move attributes in the row are to the ‘Filter’ or ‘Hidden’ fields area.

Frequently Asked Questions

Is there a limit to what commodities can be downloaded?

No, Permissions are not being applied. All commodities are available.

Why aren't my downloads showing up?

The first time you select "Download", you may need to 'allow' pop-ups from the website and re-download the file/report again. Adding the website to the list of allowable pop-ups, only needs to be done the first time, you will not be asked in subsequent sessions.

Who should I contact if the POG file for a particular store/commodity is not available? What if an item expected to be in a POG is not included?

Category Development Managers should reach out to the corporate category manager or PCOE Process Manager responsible for the category in question.

What is the source of this data?

IRI receives a data feed of the most recent finalized POG data from Kroger. The data is passed directly from Kroger to the application. IRI makes no modifications to the data.

When is the data updated?

Kroger sends finalized planogram data to IRI Monday-Saturday. IRI updates the data on the same Monday-Saturday schedule.

Is there a limit to the number of planograms that can be downloaded at one time?

Yes, 100 POGs can be downloaded for pdf and xml files. There is no limit for the Facing Grid, Adjacency or Store Mapping Reports.