

SCHEMATICS

A schematic is a visual representation of a merchandising strategy used to maximize sales. Each category's schematic is created to represent a retailer's specific strategy to the consumer.

Benefits

- Maximize sales by ensuring proper item placement in each category
- Enhance the shopper experience by optimizing product flow
- Drive profit by properly merchandising both private brand and national brand items
- Make data-driven decisions by leveraging insights from industry-leading data providers & UNFI Regional assortment data
- Customized reports provide retailer, category and product specific insights
- Easy access to schematics available via SVHarbor 24 hours a day



SHELF MANAGEMENT



WHY CHOOSE UNFI?

- Secure the right assortment for your store, your customers, your market
- Industry leading technology seamlessly integrates floor plan, schematics and movement data
- Visibility to discontinued items, allowing time to sell through inventory and minimize potential markdowns
- Integrated with UNFI value added services:
 - Assortment optimization analysis & support
 - Floor planning & adjacency optimization

SCHEMATICS

Schematics Programs

UNFI has developed two distinct offerings available for customers enrolled in our shelf execution program.

BASE SCHEMATICS

- Assortment available based on distribution center product mix
- Available in a variety of sizes to fit the retailer's needs
- Regular maintenance to ensure innovation, deliver insights and keep categories on-trend

CUSTOM SCHEMATICS

BASE Schematics plus:

- Store-specific categories including:
 - Non-UNFI supplied
 - Locally relevant products
 - DSD supplied
- Maximize store-specific category/item/product mix by integrating store's POS data
- Customized maintenance available based on retailer needs

PACK OUT ACROSS PIANOGRAMS

	UPC	Name	PACK OUT	Facings	Case total number	Units	Actual days supply <
1	00827444444	72 FLZ REEDS GINGER BREW 4 PACK EXTRA	0.67	1	6	4	7.6
2	89477300110	72 FL OZ ZEVIA NAT DIET SODA 6PK BLACK CHERRY	2.00	1	4	8	13.9
3	89477300119	72 FL OZ ZEVIA ZERO CALORIE SODA 6PK GRAPE	2.00	1	4	8	13.9
4	89477300118	72 FL OZ ZEVIA SODA 6PK MOUNTAIN	2.00	1	4	8	14.1
5	89477300121	72 FLZ ZEVIA SODA 6PK CAFFEINE FREE	2.00	1	4	8	15.6
6	89477300102	72 FL OZ ZEVIA LEMON LIME SODA 6PK DIET	2.00	1	4	8	16.2
7	89477300101	72 FL OZ ZEVIA NATURAL COLA 6PK SODA	4.00	2	4	16	16.6
8	83609300204	48 OZ IZZE SPARKLING JUICE 4PK GRAPEFRUIT	0.67	1	6	4	17.1
9	89477300103	72 FL OZ ZEVIA SODA 6PK ORANGE	2.00	1	4	8	17.2
10	83609300210	48 OZ IZZE SPRKNG FRUIT JUICE PEACH	0.67	1	6	4	18.8
11	89477300104	72 FL OZ ZEVIA GNDR RT BR NAT 6PK	4.00	2	4	16	20.0
12	85181800105	12 OZ DRY SODA DRY LAVENDAR SODA LAVENDAR	0.67	1	6	4	20.4
13	89477300160	72 FL OZ ZEVIA SODA COLA 6PK CHERRY	4.00	2	4	16	23.1
14	85181800104	12 OZ DRY SODA DRY BLOOD ORANGE SODA BLOOD ORANGE	0.67	1	6	4	23.5
15	04900006970	72 FLZ BLUE SKY ZERO CAL COLA	1.00	1	4	4	23.9
16	85181800142	12 OZ DRY SODA DRY VANILLA BEAN SODA VANILLA BEAN	0.67	1	6	4	24.1
17	89477300115	72 FL OZ ZEVIA DR. DIET SODA 6PACK NATURAL	4.00	2	4	16	24.6
18	89477300111	72 FL OZ ZEVIA GINGER ALE SODA 6PK DIET	4.00	2	4	16	25.6
19	83609300205	48 OZ IZZE SPARKLING JUICE 4PK CLEMENTINE	1.33	2	6	8	25.9
20	04900006976	72 FLZ BLUE SKY SODA ZERO ROOT BEER	1.00	1	4	4	28.0
21	83609300202	48 OZ IZZE SPARKLING JUICE 4PK BLACKBERRY	1.33	2	6	8	28.6
22	89477300122	72 FL OZ ZEVIA SODA CREAM 6PK	4.00	2	4	16	31.4
23	66745000119	37.2 FL FENTIMANS CHERRYTREE 4PK COLA	1.33	2	6	8	33.3
24	89477300187	16 FL OZ ZEVIA SODA CHERRY COLA	3.00	4	12	36	55.8
25	89477300133	16 OZ ZEVIA ROOT BEER SODA GINGER	2.25	3	12	27	59.1
26	89477300131	16 FL OZ ZEVIA CREAM SODA	2.25	3	12	27	61.8
27	89477300132	16 FL OZ ZEVIA SODA BLACK CHERRY	3.00	4	12	36	64.8
28	89477300138	16 OZ ZEVIA SODA GRAPE	3.00	4	12	36	86.0

SHELF MANAGEMENT

REPORTS & ANALYTICS

Analytics displayed on the schematic:

- Pack-out
- Days of supply
- Sales by item

Power of Data:

- By item visibility
- Faster & informed decisions at shelf
- Right information when you need it

SIGN UP FOR MORE INFORMATION

Subject to credit approval. Some services may not be available in international markets.

Store Name: _____ Store #: _____

Contact Name: _____ Phone: _____

Email Address: _____

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