

Capital Market Day 2016



Imagine a New World in Retail

Loic LE DU – Merchandising Manager (France/Belgium)

Key points

1 ● Intermarché and merchandising practices

2 ● Ongoing transformations and breakthrough innovations

3 ● Business benefits

1 • Intermarché and merchandising practices



- 2200 stores in France

- from stores adapted locally to bigger and more generalist structures

1 • Intermarché and merchandising practices



- Different food habits per regions

- Availability and demand of regional products

- Space planning, customer experience and product presentation must be adapted according to store's location

MERCHANDISING

MERCHANDISING :

Organize products to meet customer needs and maximize stores performance

The right products

The right location

The right period

The right quantity

The right information

The best assortment

Profitable positioning

Variation between seasons

Facings adjustment

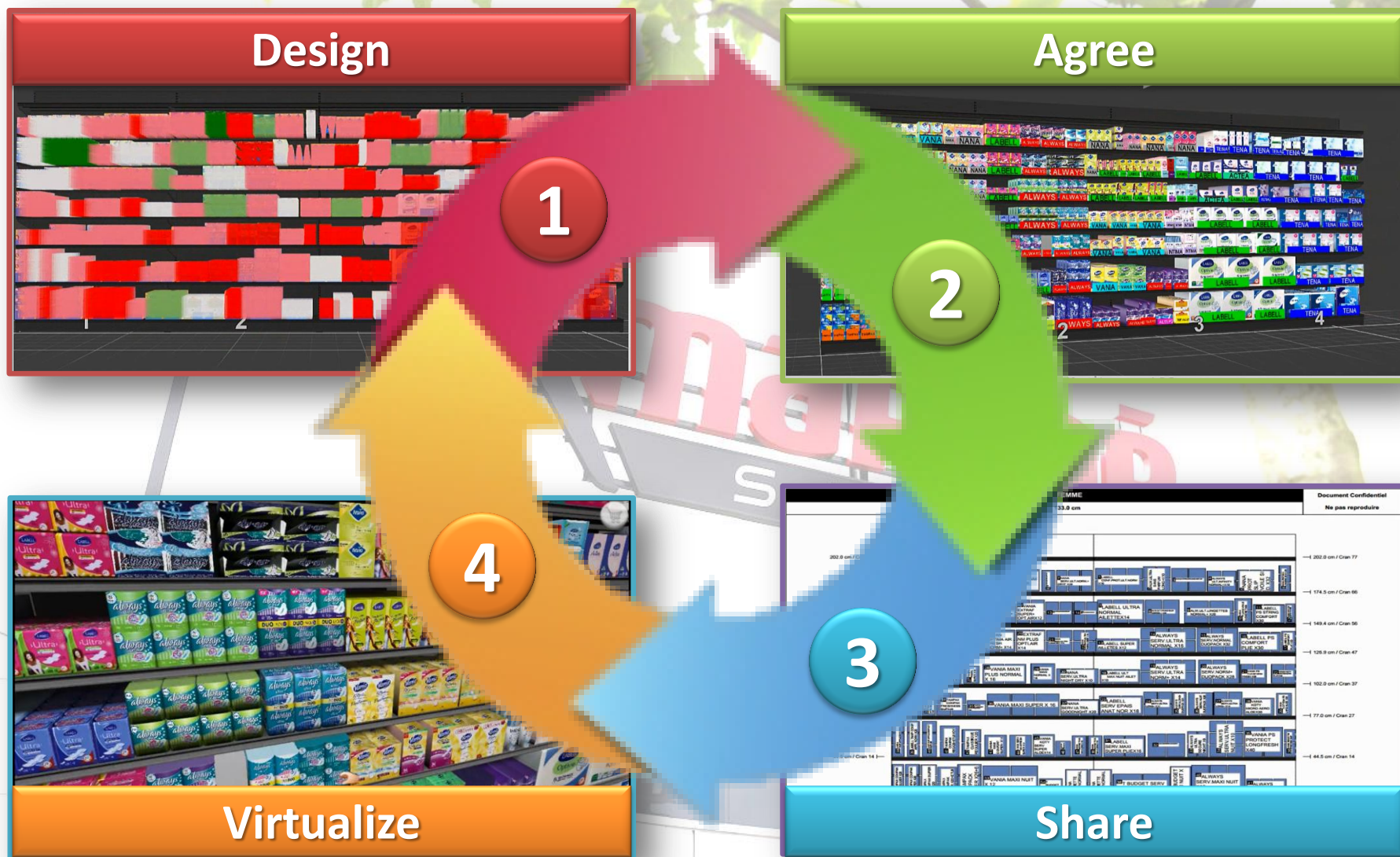
Markup for customers' decisions

2 • Ongoing transformations and breakthrough innovations



Intermarché invested in **PERFECT SHELF** software to optimize merchandising process in 2016

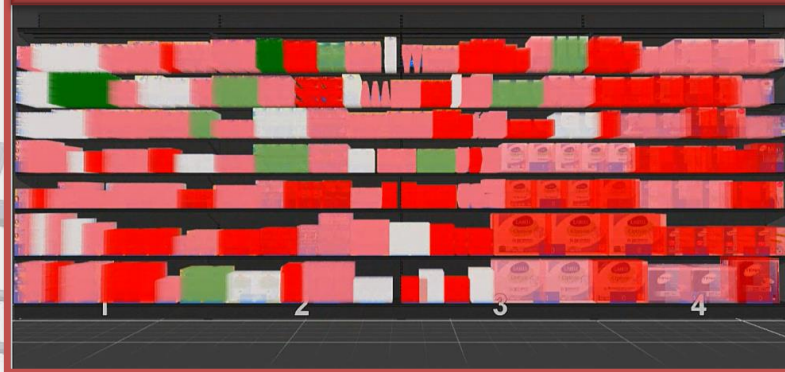
2 • Ongoing transformations and breakthrough innovations



2 • Ongoing transformations and breakthrough innovations

1

Design



MISSION:

Put all products in a planogram with an automatic function
Adjust the positioning based on prices, sales, products grouping

OBJECTIVE:

Make a profitable planogram to achieve the best turnover in every stores in France

2 • Ongoing transformations and breakthrough innovations

2

Agree



MISSION:

Deploy commercial and marketing strategy according store categories

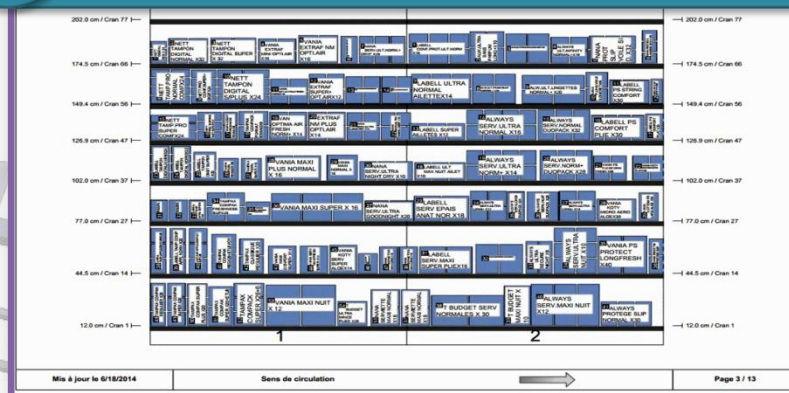
OBJECTIVE:

Seek agreement with all departments (marketing, communication, category managers ...) before providing planograms for stores

2 • Ongoing transformations and breakthrough innovations

3

Share



MISSION:

Provide all planograms on Intranet (Intermarché stores website)

OBJECTIVE:

Induce each stores to adapt merchandising recommendations, to improve their turnover

4

Virtualize



MISSION:

Use 3D technology to modelize all of our planograms

OBJECTIVE:

Analyse the customer's experience like in a real store.
Realize tests before stores deployment

VIDEO 1

**Film_Perfect Shelf_Intermarche_english
version.wmv**



3 • Business benefits

**Improve our
productivity**

**Improve our
validation process**

**Improve our
communication**

**Increase the
merchandising
production**

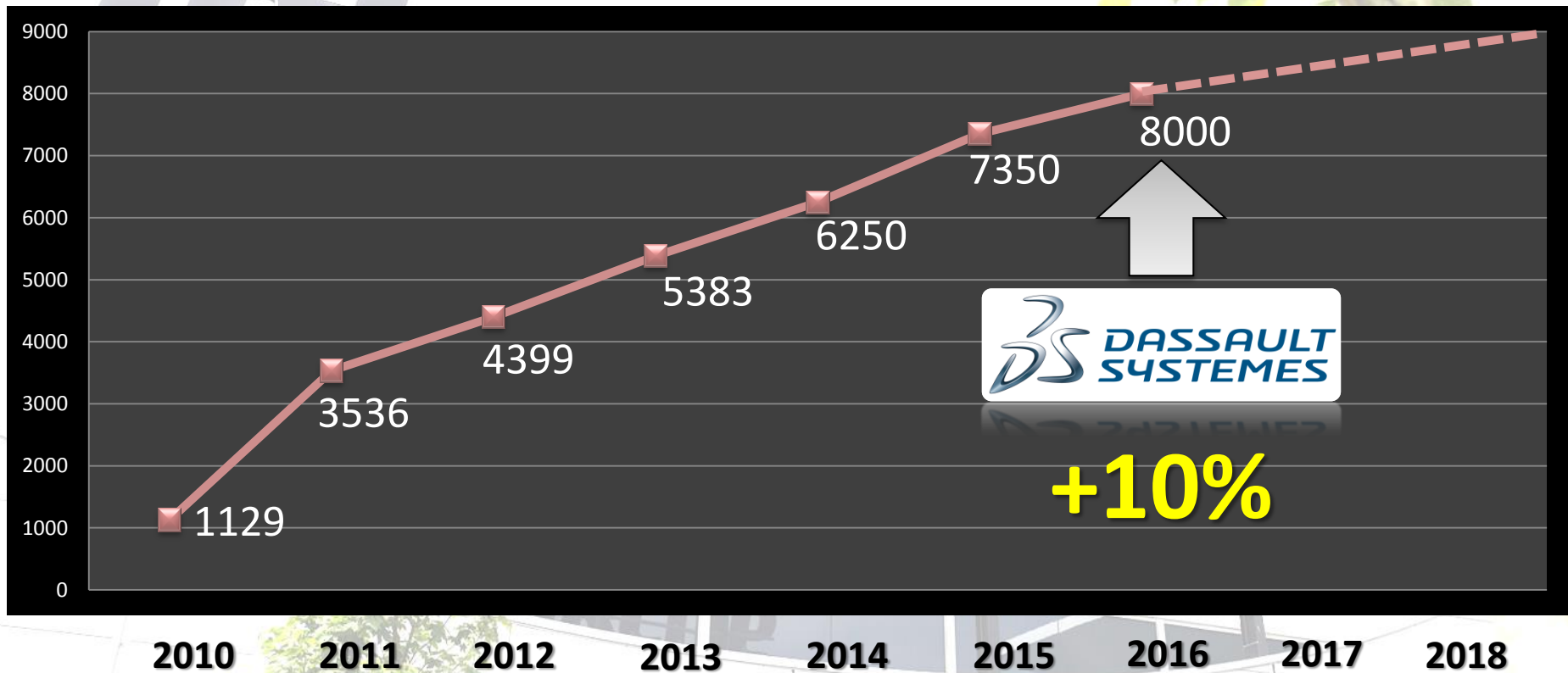
**Federate all
departments
with this
merchandising
solution**

**Communicate
with the same
solution in stores**

3 • Business benefits

Improve our productivity

Number of merchandising recommendations



3 • Business benefits

Improve our validation process



Take quicker and more effective decisions

Improve our
communication

VIDEO 2

3DS_2016_DASSAULTLINEAIRE_VIDEO_PEFECTSHELF.mp4

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Thank you for your
attention



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