YOUR  
LOGO

**COMPANY NAME**

SHELF-SPACE OPTIMIZATION PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to assist with optimizing your shelf-space management. We specialize in enhancing product visibility and maximizing retail space utilization to drive sales and improve shopper experience.  
  
This proposal outlines our approach to delivering a customized shelf-space optimization solution for [Client Name].

# Project Objectives

The primary goals are:  
  
- Maximize the productivity of available shelf space  
- Improve product visibility and category flow  
- Increase sales per square foot  
- Enhance customer experience through strategic product placement

# Proposed Services

Our shelf-space optimization services include:  
  
- In-store assessment and planogram review  
- Data analysis of product sales and traffic patterns  
- Shelf-space allocation based on performance metrics  
- Category management and visual merchandising strategies  
- Implementation support and staff training  
- Performance tracking and reporting

# Scope of Work

Scope includes:  
  
- Initial site visit and shelf-space audit  
- Analysis of sales data and shopper behavior  
- Development of optimized shelf layouts and planograms  
- Coordination with store staff for implementation  
- Ongoing monitoring and optimization recommendations

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Audit & Data Analysis | Conduct shelf-space audit and analyze sales data | [Start Date] |
| Planogram Development | Design optimized shelf layouts and category flows | [Date] |
| Implementation & Training | Support store staff with implementation and training | [Date] |
| Monitoring & Optimization | Track performance and refine strategies | [Completion Date] |

# Pricing

Estimated cost breakdown for shelf-space optimization services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Shelf-Space Audit & Assessment | Evaluate current shelf utilization and performance | [Amount] |
| Planogram Development | Design effective shelf layouts and product placements | [Amount] |
| Implementation Support | Assist with setup and provide staff training | [Amount] |
| Monitoring & Reporting | Track sales impact and optimize further | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a leading consultancy in retail optimization and visual merchandising.  
  
- Experience: [X] years in retail space planning and merchandising  
- Expertise: Planogram development, category management, sales analytics  
- Mission: To help retailers achieve maximum sales productivity through effective shelf-space utilization

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Shelf-space optimization for a grocery retailer  
- Outcome: Increased category sales by 18% and improved product visibility  
  
Testimonial:  
“[Your Company Name] provided expert insights and practical solutions that significantly improved our shelf-space efficiency and sales performance.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, milestone payments.  
Service Scope: Includes audit, analysis, planogram development, and advisory.  
Client Responsibilities: Provide access to stores, sales data, and staff collaboration.  
Adjustments: Scope changes require mutual agreement and may affect cost and timeline.

# Acceptance

To approve this shelf-space optimization proposal and initiate services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_