



In figures...

Conserves France:

- Belongs to the Conserve Italia Group based at Bologna
- A staff of 500
- A turnover of 216 Million Euro in 2008

Context

To establish a merchandising solution to negotiate the shelf management better with the department managers in retail

Challenge

To optimize the rotation of stocks and to develop impulsive purchase by consumers.

Solution

Coheris Merch

Benefits

- Increase in market shares
- Increased speed in decision-making with department managers
- Display of linear space in 3D
- More strategic role of the sales team

Increases the profitability of its points of sale

To promote new products, to develop special operations, the Conserves France Group, European leader in the domain of canned products with the St Mamet and Cirio brands, has decided on the Coheris Merch solution.

Objective: To handle the complex problem of creating layouts of linear spaces in retail.

To offer the right product at the right place in right quantities is the catchphrase of Conserves France, whose main business is canning fruits and vegetables and also precooked dishes and tomato sauces. The Group that operates three production sites, works with the major retailers (Carrefour, Auchan, Géant / Casino, Leclerc, Cora, Intermarché, Système U...). However, in a market where competition is rugged, the Group has decided to increase the visibility of its product line by featuring its products in retailer shelf spaces.

"To achieve our objective, we needed an easy-to-use and efficient merchandising solution to facilitate negotiations with department heads" declares Salvatore Chessa, Manager - National Merchandising at Conserves France.

In fact, departments are not expandable, a lot of product innovations go unnoticed in the eyes of the consumer. Positioned in front of counters or in aisles, multiface fixtures occupy a privileged and strategic position in the sales universe. Sections, in their own right, can offer comfortable margins and for which product shortages can have heavy consequences on the turnover.



Salvatore Chessa
Manager - National Merchandising
Conserves France

Winning the linear space battle

"Today there is a veritable battle for linear space and software dedicated to merchandising gives our sales representatives the arms to win it. It is more important than what you are selling!" adds Salvatore Chessa.

At the end of 2004, we called for bids and quickly decided on the Coheris Merch solution. "We chose this product based on three main criteria: ergonomcy, integration with our CRM tool and price" indicates the Manager. Few weeks later, 24 work stations were deployed for the sales representatives and merchandising managers of Conserves France.

Facilitating negotiations

On his work station, the sales representative has a section plan, with the special features of the store (a pillar in front of the linear space, size of point of sale...) and the specific features of the shopping zone (buying behavior of customers, history of sales, etc.).

Based on this data, the software offers optimization of the installation.

"Coheris Merch provides our sales representatives the arguments to explain to the department head that a more judicious placement of products implies more sales" explains Salvatore Chessa, and adds: "The objective is to subscribe to a win-win relation with the point of sale." For example, let us imagine that due to poor positioning, there is shortage of stock: This is indeed a dead loss for the supplier, but also for the mass merchandiser, as the customer who does not find a specific product will tend to look for it elsewhere. By optimizing stock rotation, Coheris Merch enables you to gain in market shares with relation to the competition. Another benefit: more "productive" visits. While a Conserves France sales representative could dedicate two hours to product placement recommendations, today owing to the software, half an hour is enough. **"The Coheris Merch solution allows the sales team to play a more strategic role, to make proposals and recommendations on purchasing pools" indicates the Manager.**

Working on appeal

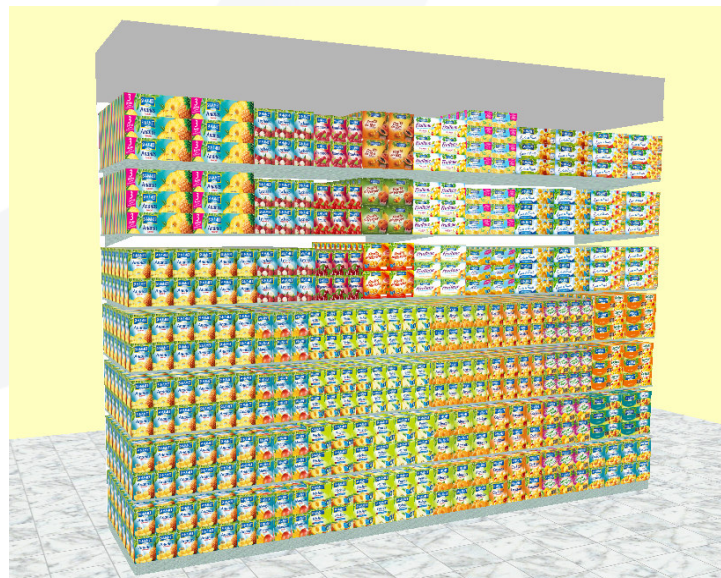
However, for Salvatore Chessa, the other asset of Coheris Merch is to take into account the consumer.

"In fact, the solution lets us choose the families that we want to attract in an instant, this is the case for our fruit deserts. These individual and nomad products must be promoted to facilitate the consumer's interest and to develop impulse buys. Coheris Merch enables us to work on the product family and to display the linear space in 3D as the consumer perceives it."

With its strategy, Conserves France was able to increase the visibility of its products in the section thanks to an optimum layout of space and assortments. "Henceforth, we can sell our recommendations to department managers. Ever since we have been using this solution, we have noticed significant growth in our products" concludes Salvatore Chessa.

BENEFITS

- INCREASE IN MARKET SHARES
- INCREASED SPEED IN DECISION-MAKING WITH DEPARTMENT MANAGERS
- DISPLAY OF LINEAR SPACE IN 3D
- MOST STRATEGIC ROLE OF THE SALES TEAM



"Planogram of the fruit dessert section"