

**CASE STUDY –**



**INDIA**

POS-T PUSH-FEED SOLUTION

for

*Cadbury*

Cadbury premium chocolates

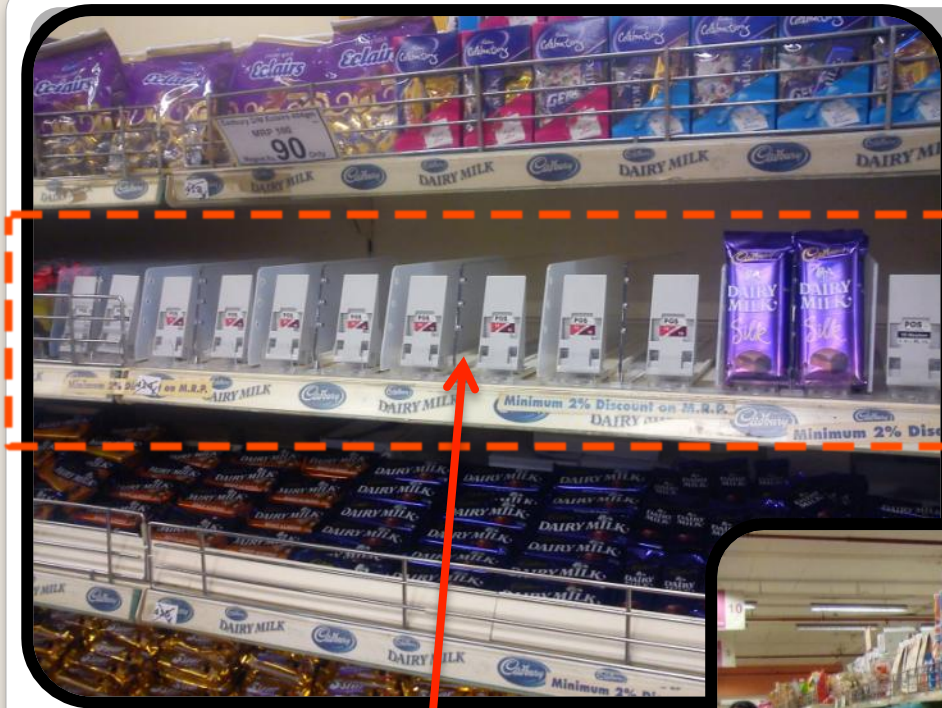
# Existing System



Issues With the Current System :-

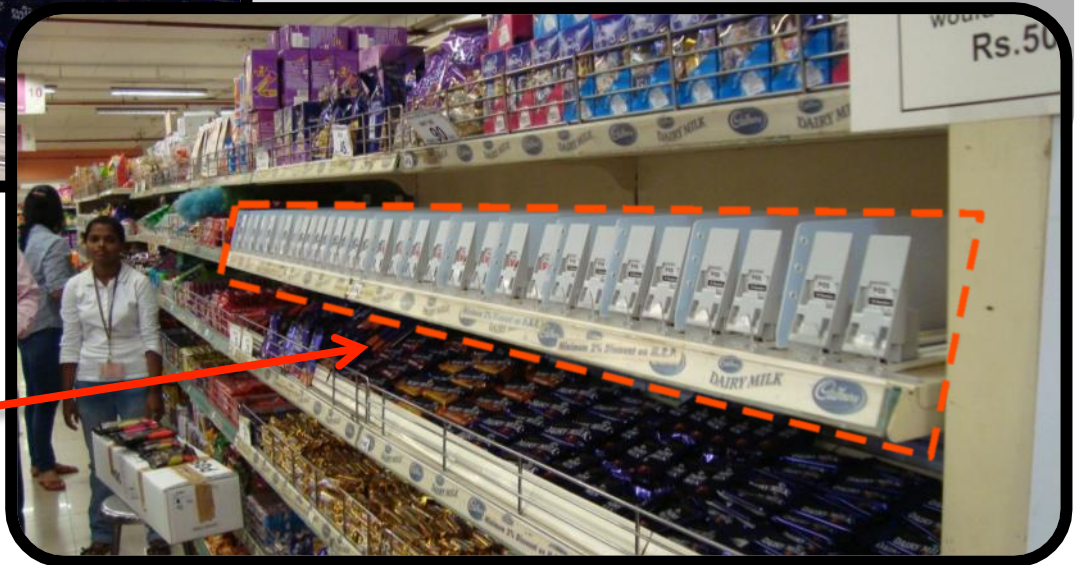
- Visibility of Product
- Accessibility of Product
- Space Utilization
- Replenishment

# POS-T SYSTEM UNDER INSTALLATION



*Initial Installation along the complete rack with different Push feed configuration to Test the product in the actual market scenario.*

POS Tuning  
PUSH FEEDS



## POS SYSTEM UNDER INSTALLATION



*After successfully carrying out the initial trials. The system was rearranged as per the new planogram.*

*System rearranged based on the New Planogram.*



# HUGE SHELF SPACE SAVING

POS System

Product Display Optimisation resulted into  
35% of Space Saving in each Shelf

With POS System

Additional Emptied Cartons with  
POS-System Installed



Existing System

Most of the Stock still in cartons.

# RESULT



- ✓ **23% of Sales Growth** in Premium Chocolates sales over the last two months average sales at the same venue
- ✓ High Impact Visibility
- ✓ Huge Space Saving on the Shelf
- ✓ Received a trial order for similar POS –T installation in 25 New Stores.

# CONCLUSION



*Optimal presentation of brands*

*Enhanced Product Visibility*

*Better Accessibility of Product*

*Better brand Identification*

*Efficient Space Utilization*

*Ease in Replenishment*

# ***THANK YOU***

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