

Display / Shelf-Share Scheme

FMCG Brands & Distribution

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Designs a retailer display scheme — display standards, reward per outlet, verification (photo/audit) and payout terms — so you buy prominent shelf space that lifts sales, not just photos. Use it to run display drives. For the scheme economics use the Trade Scheme Designer.

Purpose of this tool & output

Pay for display that actually sells

How the output is used

Use it to pay for display that actually sells — a display or shelf-share scheme tied to visible, verifiable placement.

Important cautions

Verify displays with photos/audit; unverified display schemes leak money for zero shelf.

Companion documents

- Trade Scheme Designer
- Consumer Promotion Planner
- Visibility & Merchandising Plan
- Festive & Seasonal Activation Plan
- Product Sampling & Trial Drive
- Scheme ROI / Effectiveness Analysis

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