

Visibility & Merchandising Plan

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

Builds a visibility and merchandising plan — planogram and shelf-share targets, primary vs secondary placement, POSM deployment and outlet-class-wise standards — so the brand is seen and picked. Use it to improve in-store presence. For POSM design use the POP / POSM Design Brief.

Purpose of this tool & output

Win the shelf and the eye level

How the output is used

Use it to win the shelf and the eye level — a visibility and merchandising plan for placement, facings and POSM.

Important cautions

Visibility must convert to offtake; audit compliance and measure the sales it drives.

Companion documents

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

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.