

Convenience Store Planogram Reference

1. Store Section Overview

Area	Description	Key Categories
Front End	Entry point, high visibility	Impulse Snacks, Drinks, Promotions
Center Aisles	General merchandise and packaged goods	Chips, Chocolates, Instant Food
Chiller / Cooler	Cold beverage and perishable foods	Soft Drinks, Dairy, Sandwiches
Checkout	Final purchase point	Gum, Candy, Batteries

2. Sample Shelf Layout

Shelf Level	Recommended Products	Notes
Top Shelf	Premium Snacks, Health Bars	Eye-level for adults
Middle Shelf	Popular Chips, Crackers	Best-selling items
Lower Shelf	Kid's snacks, Value packs	Accessible for children
Bottom Shelf	Heavy or large products	Bulk purchases

3. Planogram Guidelines

- Group similar products together by type and brand.
- Ensure best-sellers are placed at eye-level.
- Use product facings to maximize visibility.
- Maintain clear price labels for each product.
- Reserve space near checkout for impulse items.

Note

- Adjust planogram based on local demand and sales data.
- Regularly review and update product placements.