Planograms are very important and often used way of communication between producers distributors and stores. They are very good in expressing how presentation of products in store should look like. Quality of product presentation influences turnover of the store.
It is very difficult to produce hundreds or thousands precise planograms with existing merchandising tools. That is why many merchandising departments only create limited number of standard planograms.
This thesis contains general analysis of planograms and discussion of main advantages and disadvantages of standard planograms production. The proposed solution solves disadvantages of standard planograms. Merchandising departments can use the solution to produce precise planograms for all of their stores with need of nearly same effort as in case of standard planograms. Described algorithm is able to generate precise planograms automatically from universal planograms that are created instead of standard planograms.
The solution was already during writing of this work successfully used in pharmaceutical area which is illustrated in some contained case studies.