



The Space Puppet

Relay your business or category to make the most of the space available to you

Relay your business or category

With The Space Puppet tool

Have you found yourself under increasing space pressure, or are battling to retain your current space? Given the ongoing changes in the retail landscape, you'll likely need some help.

Our **Space Puppet** tool will help you find the key relationships between variables such as sales, margin, density, inventory, efficiency, customer, retailer, and brand, so you can make the best possible use of the space available to you.

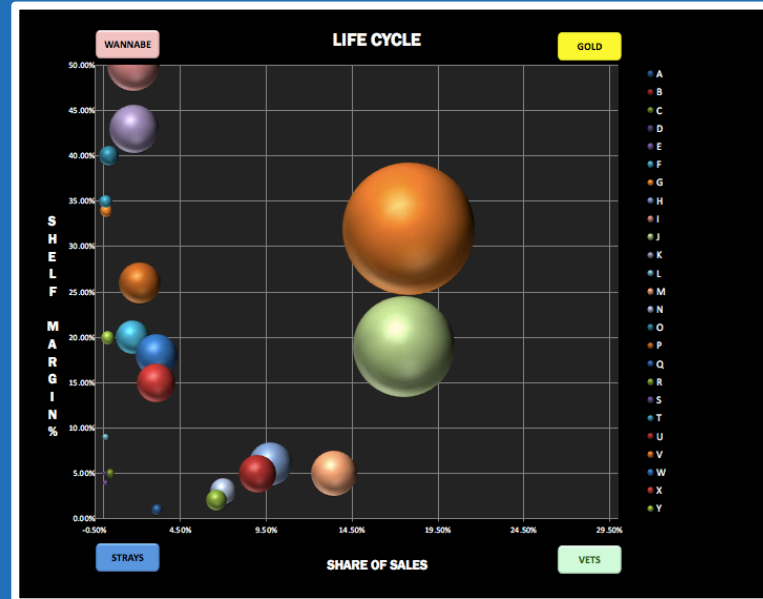
Purchase **The Space Puppet** online at www.ieretail.com/online-store.

When you purchase **The Space Puppet** you'll receive:

A succinct **6-page instruction manual** outlining the steps you could take to complete a relay.

The Space Puppet Excel Workbook to input your business or category data into.

Video instructions on how to analyse the relationships between your data and translate this into an effective layout.



The Space Puppet uses your data to help reveal key insights and relationships. The Life Cycle model (aside) is one of tools you'll use to inform your business or category relay, and even assist with shelf layouts.



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