



Calculette Merch

Prototype walkthrough · a space tool for the TMICC France field sales force

- Works on the iPad, offline, from an icon on the home screen
- Survey the freezers in three steps, by swiping segments and brands
- One button: a new planogram by segment and brand, following TMICC keys and pushes
- Before and after, reasons in plain words, share of shelf against market share
- PDF for the store manager, history per store, parameters for admins

The rep's store list, available offline. Each store shows its current planogram, the visit history and whether the last proposal was applied. New stores are created on the iPad.

Falcon Consulting · prototype, sample data

Survey · step 2 · segments

Pick a segment and swipe along the freezer where it sits. Glass-door, chest and combi freezers, with their length and shelves, were set in step 1.

Stores · 5

+

2 freezers: 0 glass-door, 0 chest, 2 combi

50% of the frontage is ice cream

Before 33%
TMICC market share 38%

Freezers

Left to right, as in the store.

1 · Combi 3.0 m

Ice cream

Premium, Pints, Family, Kids, Desserts, Tubs

2 · Combi 3.0 m

Other frozen

.

+ Combi

+ Glass-door

+ Chest

Freezer 1 · Combi freezer · chest with glass doors on top

Delete freezer

1 · Freezer

2 · Segments

3 · Brands

Pick a segment, then tap or swipe along the freezer where it sits.

Premium

Pints

Family

Kids

Desserts

Tubs

Premium

Pints

Family

Kids

Desserts

Tubs

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Survey · step 3 · brands

Pick a brand and swipe across a shelf. A brand on two shelves becomes one block. Share of shelf is calculated as the rep goes.

Stores · 5

+

2 freezers: 0 glass-door, 0 chest, 2 combi

50% of the frontage is ice cream

Before 33%
TMICC market share 38%

Freezers

Left to right, as in the store.

1 · Combi 3.0 m

Premium, Pints, Family, Kids, Desserts, Tubs

Ice cream

2 · Combi 3.0 m

.

Other frozen

+ Combi

+ Glass-door

+ Chest

Freezer 1 · Combi freezer · chest with glass doors on top

Delete freezer

1 · Freezer

2 · Segments

3 · Brands

Pick a brand, then tap or swipe across a shelf to mark its space.

Magnum

B&J's

Carte d'Or

Cornetto

Twister

Froneri

PL

Others

Empty

Magnum

B&J's

Cornetto

Twister

PL

Magnum

Froneri

Froneri

PL

PL

Others

PL

PL

Carte d'Or

PL

Froneri

Others

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Visit settings

Two choices per visit: the ice cream share of the frozen aisle, and how much can change in this store today.
Keys, pushes and market shares come from Parameters.



Calcuette Merch
The Magnum Ice Cream Company · prototype, sample data

Offline · 1 to sync
Demo: tap to simulate network

Stores

Proposal

Report

Parameters 

Settings 

E.LECLERC · TEMPLEUVE

Visit settings

Ice cream share of the frozen frontage

60%

3.6 m of 6.0 m. Other frozen food takes the rest.

How much can change today

30%

You know the store: the maximum change per segment and per brand for this visit. 100% means no limit.

Generate proposal

Keys, pushes and market shares are set in Parameters. [Open Parameters](#)

Current shelf

Set the visit, then generate the proposal.

PREMIUM

Magnum

PINTS

B&J's

FAMILY

Corn.

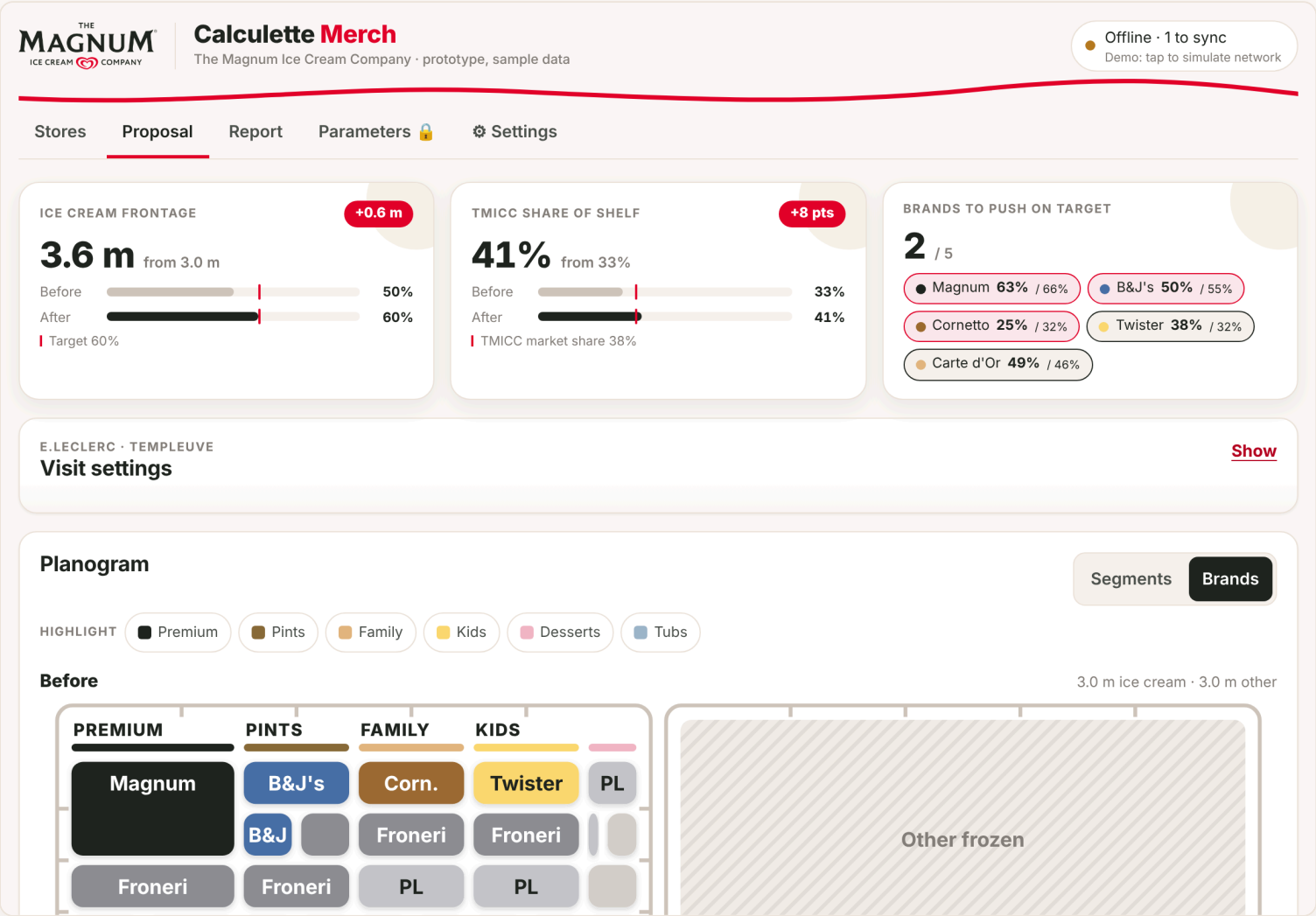
KIDS

Twister

PL

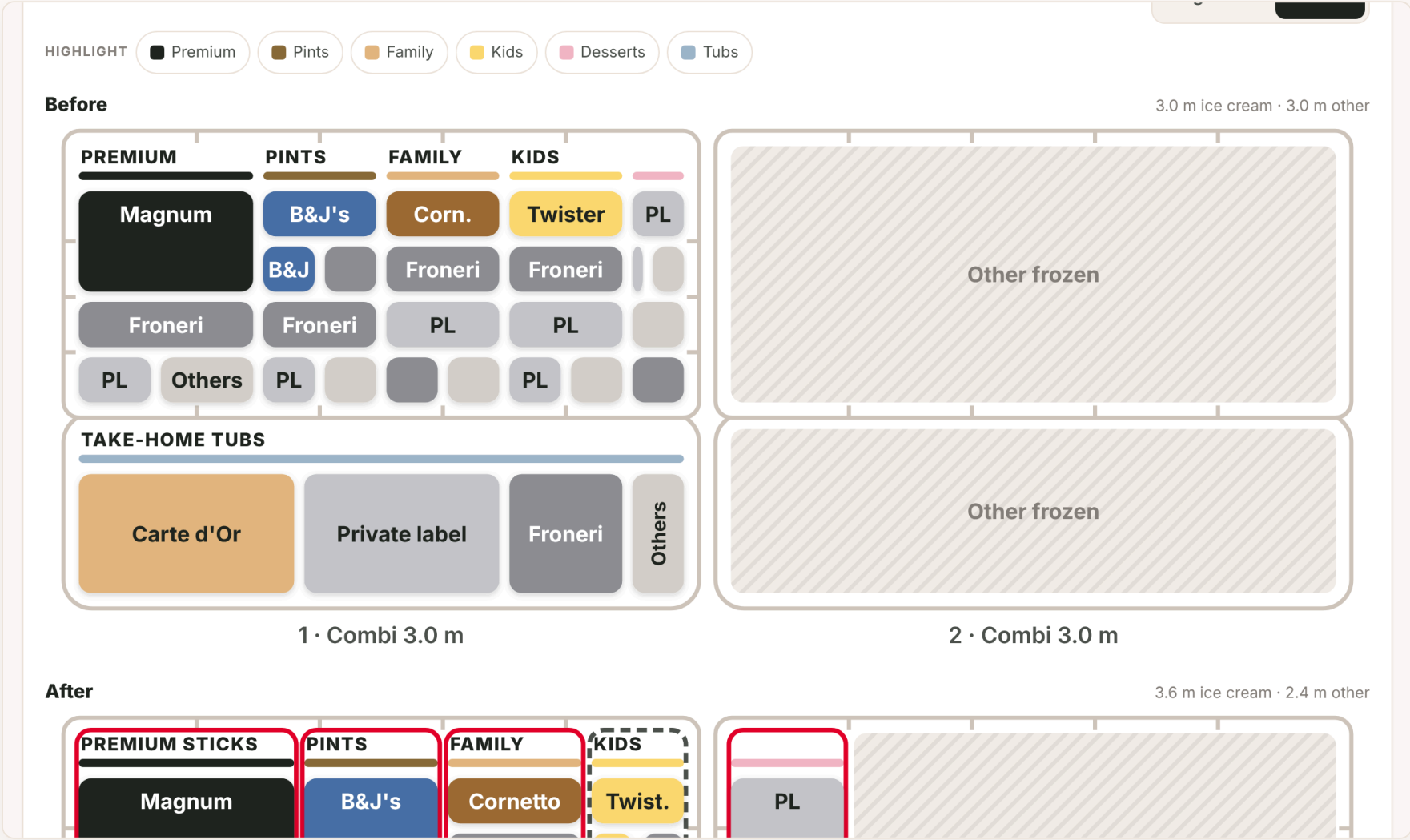
Proposal

One button. Ice cream frontage, TMICC share of shelf and pushed brands, before and after. The planogram follows below.



Before and after

The current shelf and the proposed shelf on the real freezers. Red outline where a segment grows, dashed where it shrinks. Switch between segments and brands, highlight one segment.



What changes and why

Every move explained in plain words, then one table: before, after, change, share of shelf, TMICC key, market share and an index, for each segment and each brand.

What changes and why

- **Ice cream +0.6 m** (freezer 2): TMICC target is 60% of the frozen frontage.
- **Take-home tubs +60 cm**: only segment in this zone, it follows the zone size.
- **Frozen desserts +30 cm**: target 42 cm, adjusted so it fits the freezers without a small leftover piece.
- **Premium sticks +20 cm**: below its target of 134 cm, growth limited to 30% for this visit.
- **Pints & single tubs +10 cm**: segment to push, key 18% plus +10% (target 70 cm).
- **Family sticks & cones +10 cm**: moves to its target of 85 cm (TMICC key 24%).
- **Kids & minis -10 cm**: moves to its target of 53 cm (TMICC key 15%).
- **Magnum +1.0 m** in premium sticks: brand to push, share of shelf 50% → 63% (key 60% plus +10%, market share 58%).
- **Ben & Jerry's +0.5 m** in pints & single tubs: brand to push, share of shelf 38% → 50% (key 50% plus +10%, market share 48%).
- **Cornetto +0.1 m** in family sticks & cones: brand to push, share of shelf 25% → 25% (key 30% plus +5%, market share 30%).
- **Twister · Solero +0.2 m** in kids & minis: brand to push, share of shelf 25% → 38% (key 30% plus +5%, market share 28%).
- **Carte d'Or +0.7 m** in take-home tubs: brand to push, share of shelf 37% → 49% (key 42% plus +10%, market share 42%).
- Segments and brands are kept together: no segment is left with a small piece in another freezer, and each brand stays in one block.

Segments and brands

Space in metres of shelf. Use – and + on a segment to move 10 cm of frontage by hand.

Export table

	BEFORE	AFTER	CHANGE	SHARE OF SHELF	TMICC KEY	MARKET SHARE	INDEX
SEGMENTS							
 Premium sticks PUSH +15% Glass doors · 90 cm → 110 cm	3.6 m	4.4 m – +	+0.8 m	24% → 24%	22%	24%	1.02
 Pints & single tubs PUSH +10% Glass doors · 60 cm → 70 cm	2.4 m	2.8 m – +	+0.4 m	16% → 16%	12%	15%	1.04
 Family sticks & cones Glass doors · 60 cm → 70 cm	2.4 m	2.8 m – +	+0.4 m	16% → 16%	16%	17%	0.92
 Kids & minis		2.0 m – +					

Report

The PDF for the store manager, created on the iPad even without network, with a line for approval. Sent by e-mail and kept in the store history.

THE
MAGNUM
ICE CREAM COMPANY

Calculette Merch

The Magnum Ice Cream Company · prototype, sample data

Offline · 1 to sync
Demo: tap to simulate network

Stores

Proposal

Report

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Settings

Preview of the PDF given to the store. It is created on the iPad, even offline.

Export PDF

Send to store

THE
MAGNUM
ICE CREAM COMPANY

SPACE PROPOSAL · FROZEN AISLE

E.Leclerc · Templeuve

ICE CREAM FRONTAGE

+0.6 m

3.6 m from 3.0 m

Before

After

Target 60%

50%

60%

TMICC SHARE OF SHELF

+8 pts

41% from 33%

Before

After

TMICC market share 38%

33%

41%

BRANDS TO PUSH ON TARGET

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Magnum 63% / 66%

B&J's 50% / 55%

Cornetto 25% / 32%

Twister 38% / 32%

Carte d'Or 49% / 46%

Before

3.0 m ice cream · 3.0 m other

PREMIUM

PINTS

FAMILY

KIDS

Magnum

B&J's

Corn.

Twister

PL

Falcon Consulting · prototype, sample data

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Parameters · admins only

Per segment and per brand: the TMICC key, the push on top of it and the market share for comparison. Set per banner and format. Reps never see this screen.

Segments

Key: target share of the ice cream space. Push: extra on top of the key. Market share: share of sales, for comparison only.

	KEY %	PUSH %	MARKET SHARE %
Premium sticks	22	15	24
Pints & single tubs	12	10	15
Family sticks & cones	16	0	17
Kids & minis	10	0	10
Frozen desserts	8	0	12
Take-home tubs	32	0	22
Total	100%		100%

Brands within each segment

Same three figures per brand. Only brands present in the store receive space, unless the store has no planogram yet.

Premium sticks

KEY %

PUSH %

MARKET SHARE %

Magnum

60

10

58

Pints & single tubs

KEY %

PUSH %

MARKET SHARE %

Ben & Jerry's

50

10

48

Family sticks & cones

KEY %

PUSH %

MARKET SHARE %

Cornetto

30

5

30