

ABSTRACT

This study investigates the impact of shelf space allocation planning strategies (planogram implementation) on store performance at PT. XY, a retail company operating 36 branches across Indonesia. Using a quantitative descriptive approach, the research analyzes sales volume, customer acquisition, internal business processes, and organizational learning and growth, based on the Balanced Scorecard framework. Comparative analysis was conducted between 12 stores that applied planogram-based shelf space planning and 24 stores that did not. The findings reveal that the implementation of planograms significantly enhances store performance, evidenced by increases in sales volume, unit sales, SKU sales, new customer registrations, transaction volume and the unsold products decreased. However, the number of out-of-stock items slightly increased, indicating the need for improved inventory replenishment systems. A simulation of shelf space planning was also conducted on stores without planogram usage, demonstrating potential performance improvements through more structured product displays. This study contributes to retail operations management by emphasizing the strategic role of optimized shelf space planning in improving both financial and non-financial aspects of store performance.

Keywords: Retail management, shelf space allocation, planogram, store performance, balanced scorecard, inventory management