FREE FROM PHARMAGROWTH.CO

Blank planogram template

Built from 20+ years of GCC experience in pharma and consumer healthcare.

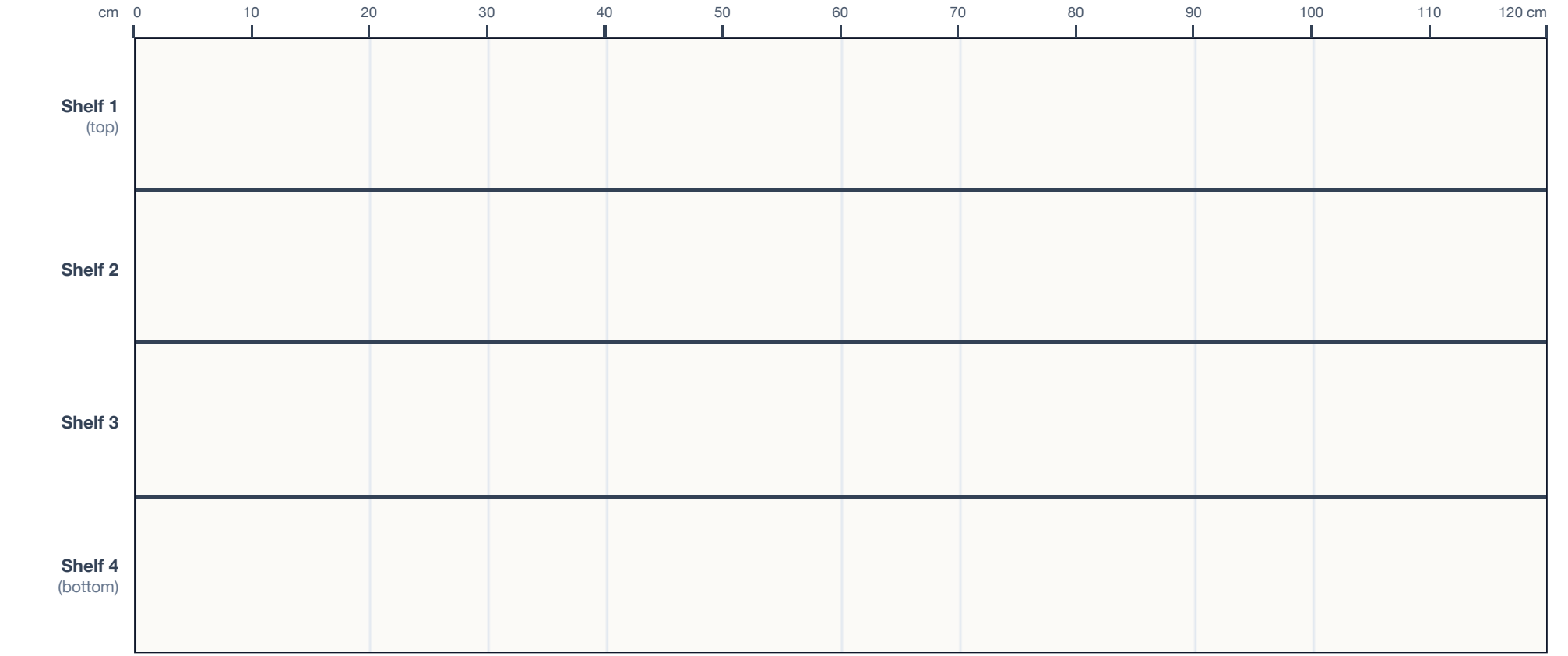
Edition: November 2026

Store

Category

Date

Prepared by



Scale: 2 mm on paper = 1 cm of shelf; the bay drawn here is 120 cm wide, redraw the right edge for your own width.

Mark eye level, and draw each brand as a block: vertical where it fits.

Product list

Shelf	Position	Product	Brand	Facings	Notes

How to use it

1. Measure the bay: its width, the number of shelves and the height of each shelf. If it is not 120 cm wide, redraw the right edge of the frame on page 1.
2. List every product on page 2 with its pack width in centimetres and its average weekly sales.
3. Work out the facings: enough packs side by side for the shelf to hold what sells between one delivery and the next.
4. Draw each brand as a block on page 1. Put the top seller at eye level and the biggest packs on the lowest shelf.
5. Check that every shelf is filled and that each brand's share of the shelf is fair to its share of sales. Then date the sheet and give it a version number.

The free planogram maker at pharmagrowth.co/tools/planogram-maker draws this to scale and works out the facings for you.