



Range Planning and Building

What is Range Planning?

- Range planning can be defined as creating a framework which allows your business to get the best options/products to the customer from understanding what has performed well or hasn't.
- You want to make sure that you make the most profit, and that the products you have chosen fit the space they have been given.

A magenta speech bubble containing the word "Profitability".

Profitability

A cyan speech bubble containing the word "Space".

Space

A blue speech bubble containing the word "Options".

Options

A yellow speech bubble containing the word "Choice".

Choice