

CLAIMS

1. A method for electronically managing display components for cosmetics products, the method comprising:

receiving, by at least one computer processor, data representing at least one planogram for a plurality of cosmetics products for each of a plurality of retail store locations;

receiving, by at least one computer processor, data regarding a plurality of display components for the plurality cosmetics products, the data regarding the plurality of display components for the cosmetics products including data identifying the plurality of display components for the cosmetics products and current different retail store locations of the plurality of display components for the cosmetics products;

determining, by at least one computer processor, based on the data representing at least one planogram for a plurality of cosmetics products and the data regarding the plurality of display components for the cosmetics products, whether there are sufficient display components for the plurality of cosmetics products located at each of the plurality of retail store locations to implement the at least one planogram for the plurality of cosmetics products for each of the plurality of retail store locations; and

initiating, by at least one computer processor, services to supply one or more display components for the plurality of cosmetics products to one or more of the plurality of retail store locations based on the determination whether there are sufficient display components for the plurality of cosmetics products located at each of the plurality of retail store locations to implement the at least one planogram for the plurality of cosmetics products for each of the plurality of retail store locations.

2. The method of claim 1 wherein the determining whether there are sufficient display components for the plurality of cosmetics products located at each of the plurality of retail store locations to implement the at least one planogram includes:

for each retail store location of the plurality of retail store locations:

comparing, by at least one computer processor, data representing a planogram for cosmetics products to be displayed at the retail store location with a current inventory of display components at the retail store location; and

determining whether there are sufficient display components currently located the retail store location to implement the planogram for cosmetics products to be displayed at the retail store location based on the comparison of data representing the planogram for cosmetics products to be displayed at the retail store location with the current inventory of display components at the retail store location.

3. The method of claim 1 further comprising:

for at least one retail store location of the plurality of retail store locations:

receiving, by at least one computer processor, sales data of cosmetics products that were displayed at the at least one retail store location according to a current planogram of the at least one retail store location;

revising the current planogram of the at least one retail store location to generate a revised planogram; and

initiating, by at least one computer processor, services to supply one or more display components for the plurality of cosmetics products to the at least one retail store location for implementing revised planogram.

4. The method of claim 3, further comprising:

for the at least one retail store location of the plurality of retail store locations, determining, by at least one computer processor, a revision to the current planogram of the at least one retail store location based on the sales data of cosmetics products that were displayed at the at least one retail store location according to the current planogram of the at least one retail store location, wherein the revising the current planogram of the at least one retail store location to generate the revised planogram is performed by the at least one computer processor and is based on the determination by the at least one computer processor of the revision to the current planogram.

5. The method of claim 4 wherein the determining the revision to the current planogram of the at least one retail store location based on the sales data includes:

determining, by at least one computer processor, a correlation between cosmetics products that are placed in proximity to each other according to the current planogram and sales performance of the cosmetics products that are placed in proximity to each other according to the current planogram; and

determining the revision to the current planogram of the at least one retail store location based on the determined correlation between the cosmetics products that are placed in proximity to each other according to the current planogram and the sales performance of the cosmetics products that are placed in proximity to each other according to the current planogram.

6. The method of claim 3, further comprising:

repeating the receiving sales data, the revising the current planogram and the initiating services to supply one or more display components for each retail store location of the plurality of retail store locations.

7. The method of claim 1, further comprising:

determining, by at least one computer processor, that there are not sufficient display components at a particular retail store location of the plurality of retail store locations to implement the at least one planogram for the plurality of cosmetics products at the particular retail store location;

determining, by at least one computer processor, that there exist at least some spare display components at one or more other retail store locations of the plurality of retail store locations that may be used to implement the at least one planogram for the plurality of cosmetics products at the particular retail store location; and

initiating, by at least one computer processor, services to supply the at least some spare display components at the one or more other retail store locations of the plurality of retail store locations to the particular retail store location based on the determination that that there exist at

least some spare display components at the one or more other retail store locations of the plurality of retail store locations that may be used to implement the at least one planogram for the plurality of cosmetics products at the particular retail store location.

8. The method of claim 1, further comprising:

sending, by at least one computer processor, information regarding the at least one planogram and the one or more display components for printing or artwork services that are needed associated with the at least one planogram and the one or more display components for the plurality of cosmetics products based on a determination there are additional display components needed for the plurality of cosmetics products located at each of the plurality of retail store locations to implement the at least one planogram for the plurality of cosmetics products for each of the plurality of retail store locations;

receiving, by at least one computer processor, estimates for printing or artwork services that are needed associated with the at least one planogram and the one or more display components in response to the sending of the information regarding the at least one planogram and the one or more display components for printing or artwork services that are needed; and

initiating printing or artwork services that are needed associated with the at least one planogram and the one or more display components in response to the receiving the estimates for printing or artwork services that are needed associated with the at least one planogram and the one or more display components.

9. The method of claim 1, further comprising:

providing, by at least one computer processor, a service pointer associated with the at least one planogram and a display component that implements the at least one planogram;

providing, by at least one computer processor, access to the least one planogram in response to the service pointer being activated by a device at the display component;

receiving, by at least one computer processor, a request from the device for services that are needed associated with the at least one planogram and the display component; and

initiating, by at least one computer processor, the services according to the received request.

10. The method of claim 1, further comprising:

providing, by at least one computer processor, a service pointer associated with the at least one planogram and a display component that implements the at least one planogram;

in response to the service pointer being activated, starting a timer by at least one computer processor; and

stopping the timer by at least one computer processor in response to detection of a completed action associated with the display component.

11. The method of claim 9, wherein the service pointer comprises a URL encoded in a NFC tag applied on the display component, and the service pointer is activated by a NFC enabled device.

12. The method of claim 1, further comprising:

receiving, by at least one computer processor, a revision to the at least one planogram for a plurality of cosmetics products for each of a plurality of retail store locations;

determining, by at least one computer processor, based on the data representing at least one planogram for a plurality of cosmetics products and the data regarding the plurality of display components for the cosmetics products, whether there are sufficient display components for the plurality of cosmetics products located at each of the plurality of retail store locations to implement the revision to the at least one planogram for a plurality of cosmetics products for each of a plurality of retail store locations; and

initiating, by at least one computer processor, services to supply one or more display components for the plurality of cosmetics products to one or more of the plurality of retail store locations based on the determination whether there are sufficient display components for the plurality of cosmetics products located at each of the plurality of retail store locations to implement the revision to the at least one planogram.

13. The method of claim 1 wherein the display components are one or more of stands, displays, shelves and racks for display of cosmetics products at one or more retail store locations of the plurality of retail store locations.

14. The method of claim 1, further comprising:

communicating, by at least one computer processor, with supplier systems for the plurality cosmetics products and for display components for the plurality cosmetics products; retailer systems for the plurality cosmetics products and for display components for the plurality cosmetics products; client systems for the plurality cosmetics products and for display components for the plurality cosmetics products; project manager systems for the plurality cosmetics products and for display components for the plurality cosmetics products; account manager systems for the plurality cosmetics products and for display components for the plurality cosmetics products; design or development systems for the plurality cosmetics products and for display components for the plurality cosmetics products; and finance systems for the plurality cosmetics products and for display components for the plurality cosmetics products, to facilitate providing services to supply one or more display components for the plurality of cosmetics products to one or more of the plurality of retail store locations.

15. The method of claim 14 further comprising:

for each retail store location of the plurality of retail store locations:

determining, by at least one computer processor, a revision to a current planogram of the retail store location based on information received from a plurality of the supplier systems, the retailer systems, the client systems, the project manager systems, the account manager systems, the design or development systems, and the finance systems; and

revising, by at least one computer processor, the current planogram of the retail store location to generate the revised planogram based on the determination by the at least one computer processor of the revision to the current planogram.

16. The method of claim 15, further comprising:

for each retail store location of the plurality of retail store locations:

determining, by at least one computer processor, based on the revised planogram for the retail store location, whether there are sufficient display components located at the retail store location to implement the revised planogram; and

initiating, by at least one computer processor, services to supply one or more display components for the plurality of cosmetics products to the retail store location based on the determination whether there are sufficient display components located at the retail store location to implement the revised planogram.

17. The method of claim 1 wherein the initiating services to supply one or more display components for the plurality of cosmetics products to one or more of the plurality of retail store locations includes any one of the following:

initiating delivery of one or more display components for the plurality of cosmetics products to one or more of the plurality of retail store locations; and

initiating one or more of printing, artwork and production services for producing one or more display components for the plurality of cosmetics products.

18. A system for managing display components for cosmetics products, the system comprising:

at least one processor; and

at least one memory coupled to the at least one processor, the at least one memory having instructions thereon that, when executed by the at least one processor, cause the system for managing display components for cosmetics products to:

receive data from a supplier system for display components for cosmetics products, a retailer system of display components for cosmetics products, a client system for display components for cosmetics products, a project manager system for display components for cosmetics products, an account manager system for display components for cosmetics products, a

designer and developer system for display components for cosmetics products, and a finance system for display components for cosmetics products; and

determine, based on the received data from one or more of the supplier system for display components for cosmetics products, the retailer system of display components for cosmetics products, the client system for display components for cosmetics products, the project manager system for display components for cosmetics products, the account manager system for display components for cosmetics products, the designer and developer system for display components for cosmetics products, and the finance system for display components for cosmetics products, whether to initiate services to supply one or more display components for a plurality of cosmetics products to one or more of a plurality of retail store locations.

19. The system of claim 18, wherein the determining whether to initiate services to supply one or more display components for the plurality of cosmetics products to one or more of the plurality of retail store locations includes one or more of:

determining whether to initiate delivery of one or more display components for the plurality of cosmetics products to one or more of the plurality of retail store locations and determining whether to initiate printing, artwork or production services for producing one or more display components for the plurality of cosmetics products.

20. The system of claim 19, wherein the instructions, when executed by the at least one processor, further cause the system for managing display components for cosmetics products to:

initiate services to supply one or more display components for the plurality of cosmetics products to one or more of the plurality of retail store locations by initiating one or more of delivery of one or more display components for the plurality of cosmetics products to one or more of the plurality of retail store locations and initiating printing, artwork or production services for producing one or more display components for the plurality of cosmetics products.

21. A non-transitory computer-readable storage medium having computer-executable instructions stored thereon that, when executed, cause at least one processor to:

provide a service pointer associated with a current planogram and a display component, the display component being at a retail store location of a plurality of retail store locations and implementing the current planogram;

receive sales data of cosmetics products that were displayed by the retail store location according to the current planogram of the retail store location;

revise the current planogram of the retail store location to generate a revised planogram;

receive a request, from a device activating the service pointer at the display component, for services that are needed associated with the revised planogram and the display component; and initiate the services to the retail store location for implementing the revised planogram.

22. The non-transitory computer-readable storage medium of claim 21 wherein the instructions, when executed by the at least one processor, further cause the at least one processor to:

for at least one retail store location, determine a revision to the current planogram of the at least one retail store location based on the sales data of cosmetics products that were displayed by the at least one retail store location according to the current planogram of the at least one retail store location, wherein the revising the current planogram of the at least one retail store location to generate the revised planogram is based on the determination by the at least one computer processor of the revision to the current planogram.

23. The non-transitory computer-readable storage medium of claim 22 wherein the determining the revision to the current planogram of the at least one retail store location based on the sales data includes:

determining a correlation between cosmetics products that are placed in proximity to each other according to the current planogram and sales performance of the cosmetics products that are placed in proximity to each other according to the current planogram; and

determining the revision to the current planogram of the at least one retail store location based on the determined correlation between the cosmetics products that are placed in proximity

to each other according to the current planogram and the sales performance of the cosmetics products that are placed in proximity to each other according to the current planogram.