



Household Cleaning: 2 Shelf

Planogram Product List



Position	Shelf 1 – Product	Segmentation
1	Fairy Washing Up Liquid Original 433ml	Dishwash
2	Fairy Washing Up Liquid Lemon 433ml	Dishwash
3	Finish Machine Dishwash Tablets Quantum Original 18s	Dishwash
4	Mr Muscle Specialist Kitchen & Bathroom Drain Gel 500ml	Specialist
5	Mr Sheen Polish Spring Fresh 300ml	Polish
6	Vanish Specialist Carpet Spray 500ml	Specialist
7	Dettol MP Spray Antibac Surface Cleanser Original 500ml	Multipurpose
8	Flash Multipurpose Wipes Wipe & Go Lemon 40s	Multipurpose
9	Cif Kitchen Spray Power & Shine Orange & Tangerine Oil 700ml	Kitchen

Position	Shelf 2 – Product	Segmentation
1-2	Domestos Bleach Original 750ml	Bleach
3	Domestos Bleach Citrus Fresh 750ml	Bleach
4	Toilet Duck Deep Action Gel Marine 750ml	Toilet
5	Harpic Toilet Cleaner Power Plus Max Citrus Fresh 750ml	Toilet
6	Bloo Cistern Block Acticlean x2	Rim Block
7	Domestos Rim Block Power 5 Ocean x1	Rim Block
8	Cif Floor Cleaner Ocean 1l	Specialist
9	Flash Bathroom Spray 500ml	Bathroom
10	Cif Bathroom Spray Power & Shine Stay Clean 700ml	Bathroom
11	Cif Multipurpose Cream Lemon 500ml	Multipurpose

All recommendations are for review by the retailer, who remains free to determine their own range and space arrangements at all times.

