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Allocating products on shelves under merchandising rules: multi-level product families with display directions

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Highlights

- Products are grouped on the shelves in families, to increase the viewers' attention
- We formulate the Shelf Space Allocation Problem with multi-level product families
- We consider location and sequencing decisions to place families in rectangular shapes
- We used single commodity flow constraints to model product sequencing
- A new MIP-based heuristic that decomposes the problem in sub-problems is proposed
- Results were obtained using real world benchmark instances from a Food Retailer

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