



Pakistan State Oil Company Limited

PSO House, Khayaban-e-Iqbal, Clifton, Karachi-75600, Pakistan
Telephone (021) 9203866-85 Fax (021) 9203796

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RFQ No	NF20106AA	
DATE	14.10.2026	

REQUEST FOR QUOTATION

(THIS IS PRICE ENQUIRY-NOT AN ORDER)

SAP No.6100018670

Company PSO Dummy Vendor
PAKISTAN

QUOTATION REQUIRED

ON
(Date)

29.10.2026

BY
(Time)

Please quote your best price for all items of following specifications. Please read the instructions attached herewith Rs. _____ EARNEST MONEY %
PO/DD NO. _____

Title: Development <(>&<)> Revision of Convenience Store Floor Layouts, Planograms <(>&<)> 3D Renders

S.No.	Description/Specifications	Location	Unit	Qty	Unit Price Rs.	Amount Rs.
1	<u>Trade Area & Planogram Development</u>	<u>PSO House</u>				
1.01	<u>Planograms and Trading Area Analysis</u> 1. Objective The purpose of this engagement is to develop standardized, logic-driven floor layouts, category-wise planograms and corresponding 3D renders for PSO Convenience Stores across different store typologies and customer/trade-area segments. The scope broadly encompasses the revamp and standardization of PSO Convenience Stores, including the development of requisite floor plans and planograms as key deliverables. The scope has intentionally been kept broad to allow bidders the flexibility to propose innovative, unconventional, and future-ready concepts, methodologies, design solutions, merchandising approaches, and global best practices, rather than being restricted to conventional convenience store design and merchandising practices. Bidders are therefore encouraged to present their proposed approach, innovative concepts, methodologies, and recommendations for achieving the desired objectives. PSO reserves the right to review, refine, and further develop the scope of work based on the concepts and solutions proposed by bidders, with the objective of establishing a comprehensive, standardized, commercially viable, and future-ready approach for the revamp of PSO Convenience Stores. The exercise will establish a standardized retail merchandising framework based on store format, location characteristics, customer mission, shopper behaviour, available selling space, category requirements, product assortment and relevant business/POS data. The developed layouts and planograms shall provide clear guidance on where categories are to be positioned within the store, how products are to be arranged within each category, and how the overall store should visually appear upon implementation. 2. Scope of Services The successful bidder/vendor shall undertake the following activities: A. Floor Layout Development & Logic		EA	100		



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	The vendor shall develop store floor layouts for each identified store typology, with a clear and documented rationale for the placement of categories, fixtures and customer movement. The floor layout exercise shall include, but not be limited to: • Trade Area Analysis • Convenience store positioning at a Retail Outlet, whether its at egress or ingress, whether the side wall is visible from road or being blocked by another building etc. • Analysis of the available store space, dimensions and existing fixture configuration. • Definition of the customer journey and shopping flow within the store. • Identification of the customer mission relevant to each store typology. • Determination of the appropriate location of alliances within the store. • Identification of high-traffic, high-visibility and high-conversion zones. • Determination of appropriate power aisles / power zones. • Placement of destination, routine purchase and impulse categories based on shopper behaviour. • Identification of appropriate locations for checkout/impulse merchandising. • Consideration of adjacency between complementary categories. • Consideration of category visibility, accessibility and ease of navigation. • Optimization of the layout to maximize customer convenience, category visibility, space productivity and sales potential. • Consideration of operational requirements such as replenishment, product accessibility and store staff movement. • The floor plan shall define the percentage allocation for each category, along with the underlying rationale and then in planogram development the proportion of local versus imported products within each category.					



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	„Development of a clear rationale/logic document explaining the key principles behind the proposed floor layout. The floor plan to be developed without any considerations of existing floor plan in place and based on afore-mentioned considerations including outlet location, customer journey and shopping flow, the floor plan to suggest ideal placement locations not limited to: „,Impulse counter „,Chillers „,Ice cream freezers „,Wall racks „,Gondolas „,Clip-in Alliance Area The floor layout shall serve as the foundation for the subsequent development of category-wise planograms. 3. Planogram Development Based on the approved floor layout and store typology, the vendor shall develop category-wise planograms defining the recommended placement and arrangement of products on shelves/fixtures. The planograms shall include: „,Category and sub-category allocation. „,Product/SKU assortment recommendations. „,Product sequencing and shelf positioning. „,Horizontal and vertical product blocking. „,Brand blocking where applicable. „,SKU facings and shelf allocation. „,Product hierarchy and visibility. „,Recommended placement of fast-moving, high-margin and strategic SKUs. „,Placement of impulse and cross-merchandising opportunities. „,Appropriate adjacency of complementary products. „,Space allocation based on category/product performance wherever relevant data is available. „,Shelf/fixture utilization and optimization. „,Identification of products/categories requiring prominent placement. „,Recommended assortment for the relevant store typology.					



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	.,Clear planogram implementation guidelines for store teams. The assortment and planogram logic may take into consideration product availability, margins, customer demand/preferences and relevant POS/sales data, consistent with the previous PSO requirement for assortment planning. 4. Store Typologies / Planogram Categories The initial development of floor layouts and planograms shall cover the following 14 store/location typologies: Store Type,,Sub-Type,, Metropolitan / CBD,,Corporate District,, **** Local Convenience,,SEC A,, .,SEC B,, .,SEC C,, Pit Stop # Residential,,SEC A,, .,SEC B,, .,SEC C,, Pitstop,,Major Roads,, **** Highway,,Motorways,, '' Far flung suburb areas/ highways,, **** **** The above categories represent the initial requirement. PSO may add, remove or modify store typologies/planogram requirements during the contract period based on business requirements, new store formats, market dynamics, store characteristics or changes in the retail strategy. This is also consistent with the previous scope, which allowed PSO to revise planogram requirements based on market dynamics and business needs. Categories The planograms must include but not limited to the following categories:					



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	.,Tobacco .,Beverages .,Snacks .,Chocolates & Confectionary .,Personal Care .,Home Care .,Toys .,Ice Cream .,RTE .,Impulse Checkout counter etc. .,Service provider can recommend other categories which are important for a Convenience Store offering 5. 3D Renders / Visual Representation For each approved floor layout and planogram, the vendor shall develop 3D visual renders to demonstrate the proposed store environment and merchandising implementation. The renders shall: .,Reflect the approved floor layout. .,Reflect the approved category positioning. .,Represent the intended fixture/shelf configuration. .,Show the proposed product/category placement. .,Demonstrate the overall customer-facing appearance of the store. .,Clearly mark the key areas such as power aisle, impulse purchase area etc. .,Provide sufficient visual detail to enable PSO to assess the proposed implementation. .,Be revised where necessary following PSO's feedback and final approval. .,Be provided in an agreed digital format suitable for internal presentations, implementation reference and stakeholder review. Convenience Store SOPs & Protocol For each new store as required by PSO, the bidder will carry out the					



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	following: •,,Development of perfect store guidelines •,,Development of standard operating procedures •,,Development of Best Practices Guidelines for PSO Convenience stores •,,Development of to do checklists and perfect store guidelines including but not limited to: - o,,Inventory management - o,,Customer services - o,,Sales - o,,Promotion - o,,Product handling and merchandising - o,,Food safety - o,,Perishable and non-perishable items - o,,Alliances handling - o,,Marketing - o,,Ambiance - o,,Cleanliness and housekeeping - o,,Security and Loss Prevention - o,,Personal Safety and Work Environment Bidder shall develop and provide comprehensive training modules, user guidelines, and Standard Operating Procedures (SOPs) for operators to ensure proper understanding and effective execution of the required processes. The training modules and SOPs shall be submitted to PSO for review and approval as part of the project deliverables. Bidder to ensure standards are followed for operational excellence at site level. The above clauses serve as a starting point and PSO may customize to meet the specific needs and requirements of any specific convenience store. 6. Development Process & Approval The vendor shall follow the following process for development of each new planogram/store typology: Store/Typology Assessment # Floor Layout & Logic # Category Placement # Planogram Development # 3D Render # PSO Review # Amendments # Final					



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	Approval The vendor shall submit the proposed floor layout, underlying logic, planograms and renders to PSO for review and feedback. Any comments or amendments raised by PSO during the initial development and approval cycle shall be incorporated by the vendor without being considered a separate revision, as these form part of the development and finalization of the originally commissioned planogram. The final deliverables shall only be considered complete upon PSO review and approval.					