

Case study



Challenge

Ensure proper display of categories and subcategories in all stores to improve customer service and increase sales.

Objective

- Adequately display categories in stores by incorporating best practices from the food sector.
- Facilitate implementation of strategic initiatives through process standardization.
- Provide store-specific planograms tailored to individual store needs.

Solution

Softtek developed and implemented technical and functional support for the Category Management suite, supporting planogram processes and automated generation of store-level planograms. This provided customized solutions for each store based on their demand patterns.

- Creation of store-specific planograms with specific assortment breadth and length.
- Reduced stockouts and increased sales volume and profits.
- Improved productivity and efficiency of the Category Management department by automating processes and enabling strategic analysis.
- Increased profitability per linear meter of stores.
- Breakdown of departmental silos through automated information exchange between Category Management and replenishment.
- Analysis of store-level performance.
- The organization has achieved operational continuity and standardization in category management across its stores.

Key results

The organization has achieved operational **continuity and standardization** in category management across its stores.

- + 50% of categories have planograms.
- + 92% compliance with category implementation in stores.
- + 5% increase in sales.
- + 50% reduction in inventory losses.

About Softtek

Founded in 1982 by a small group of entrepreneurs, Softtek started out in Mexico providing local IT services, and today is a global leader in next-generation digital solutions. The first company to introduce the Nearshore model, Softtek helps Global 2000 organizations build their digital capabilities constantly and seamlessly, from ideation and development to execution and evolution. Its entrepreneurial drive spans 20+ countries and more than 15,000 talented professionals. Learn how Softtek creates value through technology at www.softtek.com and connect with @Softtek on social media.

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