

Case study



Challenge

Evolve into a centralized purchasing and service center by integrating category management and applying merchandising techniques.

Objective

- Facilitate consumer shopping experience.
- Share best practices from the DIY sector in category management with partners.
- Provide implementation guidelines to partners to increase sales through improved store displays.
- Save operational costs through centralized planogram activities.

Solution

Softtek develops support for category planogram software in stores.

- Consolidate brand image through standardization of assortments and master planograms.
- Integrate assortment segmentation and signage elements to enhance the shopping experience.
- Timely assortment updates to meet changing customer demands.
- Save operational costs through centralized category management activities.
- Provide category implementation guidelines to increase sales.
- Increase sales by implementing best practices from the DIY sector.

Resultados Claves

The organization has achieved **continuity and standardization** in category management operations at Bricogroup-associated stores.

- + 80% of categories have planograms.
- + 65% compliance with category implementation in stores.
- + 15% increase in sales.
- + 50% reduction in operational costs.

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.

The contents of this document are copyrighted by Softtek. Any total or partial reproduction without the written authorization of Softtek is strictly prohibited.