

Case study



Challenge

Generate optimized assortments and corresponding planogram design and creation, based on the strategic guidelines for the snacks and potato chips category, across all clusters of a strategic distributor.

Objective

- Develop optimized assortments at the cluster level.
- Design and create planograms based on the assortments.
- Enhance the consumer shopping experience through optimal product placement on shelves.
- Provide implementation guidelines to the distributor to improve category performance.

Solution

Softtek leverages RISI's assortment optimization and planogram creation tools to:

- Timely update the category assortment to meet changing customer demands.
- Standardize the category across different clusters and product implementation criteria.
- Prioritize products based on various parameters using a Weighted Performance Index.
- Provide strategic guidelines to the distributor and offer category implementation guidelines to increase sales.
- Develop layout and assortment levers for the category.

Resultados Claves

The organization has optimized assortment and placement of the snacks and potato chips category in stores associated with the strategic distributor.

- Strengthened business relationships with the distributor.

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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