



Delivering
Intelligent Business Solutions
To **World Class** Retailers

ibs *ASSORTMENT*

Assortment Management Fact Sheet

OVERVIEW

Providing the suitable product assortment at the right place and right time is the ultimate challenge retailers face in order to meet customer needs and increase market-share. Building a product assortment requires the selection of products that best reflect the retailer's image as well as adapting the strategies to meet customers' needs for each location. Additionally retailers must adapt and differentiate product choices while controlling costs at all levels of the merchandising chain.

The suitable product assortment can improve the retailers' performance by:

- increasing market-share and leadership position with suppliers
- increasing volume, sales and margin

Retailers are faced with a complex process of defining their global strategies, identifying the best marketing and product mix and deciding on the best product assortments. Buyers and Category Managers need accurate and timely information such as demographic data, market trends and product and supplier performance in order to execute the suitable product assortment strategy; Which items to add, maintain or delete. Assortment building is a strategic process that takes into consideration various dimensions such product attributes (category, market segment and product), geography (banner, group of stores and store) and time (permanent, seasonal and by event).

ibs **ASSORTMENT**, a module offered by Soft Solutions is a fully integrated and comprehensive solution to manage and execute effective assortments. It is modular and allows the retailer to implement the application based on their current and future business needs. , It supports a unified end-to-end collaborative business process and information base for retailer departments, point-of-sales, suppliers and other trading partners.

ibs **REFERENTIAL**, our master data management solution, ibs **DATA SYNC**, our data synchronization solution, as well as ibs **SPACE PLANNING**, Buyers and Category Managers will have complete item and supplier information to manage and execute assortment decisions in an efficient and effective manner.

Corporate
Assortment Management

Consumer Decision
Framework

Store Assortment
Positioning

Item / Category
Assortment
Performance Tracking

Store Clustering

Optimal Assortment
To Meet
Consumers' Needs

KEY FEATURES

ibs **ASSORTMENT** is a flexible and fully configurable platform that supports the following functionalities:

ibs **ASSORTMENT** – Objectives

- Set financial and quantitative targets on assortment
- Breakdown targets by calendar period, product group, categories, stores

ibs **ASSORTMENT** – Consumer Decisional Framework

- Build product assortment segmentation based on customer needs. Set targets among market segments to structure the product assortment.
- Create Consumer Decisional Framework templates
- Compare competitor strategy and market segment coverage

ibs **ASSORTMENT** – Product Assortment

- Automate product suggestions and selection
- Forecast and simulate results
- Compare simulations to select the optimal scenario
- Analyze and define cross activity impacts: Promo, Prices, Markdown, Space allocation
- Consolidate assortments to analyze impacts on categories, company

ibs **ASSORTMENT** – Store Assortment

- Allow stores to declare their assortment choices to corporate level
- Provide ability for stores to resize assortments to fit their local markets needs
- Ability for corporate team to monitor/ view local decisions

ibs **ASSORTMENT** – Store Clustering

- Group stores by various qualitative and quantitative attributes to better customize assortments

ibs **ASSORTMENT** - Decisional Reporting

- Alert performance gaps using ibs **WORKFLOW**
- Analyze gaps between actual vs. objectives
- Update data (add, delete, modify ranks)
- Visualize the impact of updates and syntheses
- Analyze shelf space, assortment and item performance
- Provide reports to support the assortment process decision-making
- Provide reports to follow store execution and performances in season.

BENEFITS

Optimize the overall product assortment process

- Ensure product assortment adapts to consumer demands, market trends and corporate objectives
- Enhance the decision and management process of building product assortments according to item groups, price image and margin objectives
- React to market and competitive trends
- Optimize item mix and margin objectives
- Master store assortment tactics while ensuring corporate strategies are met
- Measure store compliance according to the store strategy and positioning
- Improve adaptation of corporate objectives to consumer demands

Maximize store sales and overall profit impact

- Facilitate proactive actions based on market growth
- Respond to consumer needs based on pertinent analyses and better decisional support
- Leverage suppliers by having a better vision of the market, items, suppliers and store situations
- Improve flexibility and efficiency when dealing with various situations
- Leverage corporate image and strategic situations to their best potentials
- Maximize margin returns in a market-reactive manner while respecting specific store-level dynamics

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