

Case study: merchandising strategy for Latin American retailer



The challenge

A private equity firm invested in a large Brazilian retailer and wanted to identify a strategy to optimize merchandising of on-shelf SKUs and then, subsequently, generate an audit process for the sets.

The firm sought to identify different ideas/solution and tailor to the market and retailer to get management's buy-in and implement.



The approach



Develop understanding of the retailer's current state, customer value proposition and KPIs



Map out the stakeholders from HQ and stores to identify a strategy that worked for all parties



Produce framework with timelines to systemically tackle the issues



Identify complementary solutions to enhance efficacy of the recommendation and strategy



The outcome

Delivered a comprehensive strategy and blueprint to stakeholders to be driven over the course of 12 months.

Team members implemented new processes and capitalized on the retailer's opportunity to streamline efficiency.

Process was deemed a **success in that quickly achieved desired outcomes with minimal systems/process overhaul.**