

Press Release

LEADING SWISS RETAILER COOP SWITCHES WITH STRATEGIX TO A NEW CATEGORY MANAGEMENT SOLUTION

Dusseldorf, January 2019 - Coop, the largest retail and wholesale company in Switzerland, relies now on an integrated solution based on the **JDA Category Management Suite** and **sMobile** to optimize, automate and individualize its assortment in the stores.

With 2 437 sales outlets, the Coop Group has various retail and wholesale formats. The retail formats ranges from traditional supermarkets to DIY, furnishing, electronics and perfumeries right up to restaurants. With the complete takeover of the wholesaler Transgourmet, Coop expanded its domestic and foreign engagement in the catering and commercial wholesale business.

Due to the different retail formats and regionality, the assortment and space planning as well as their execution in the store is extremely complex. Accordingly, this calls for tools that provide flexibility, automation, reliability, and transparency. In addition, it requires an experienced implementation partner who can assist and advice during that transition.

With the help of the JDA Category Management Suite, Coop will be able to offer its customers storespecific assortments that are tailored to the respective stores and match the demand for high regionality. An important prerequisite for this is the integration with the existing central SAP system, for which Strategix has qualified as an experienced partner.

In order to improve the planogram implementation in the stores and to enable a bi-directional exchange between stores and the head office, Coop will use the mobile application sMobile. With the app, that has been developed under the direction of Strategix, stores can access the relevant planograms and reports paperless in real time, which saves time and is sustainable. Moreover Coop can make store-specific adjustments on-site and feed it back to the central planning team.

Through customer-oriented assortments, the Coop Group aims to increase customer satisfaction with maximum space utilization.

"We are pleased that a market leader like Coop has decided for our integrated solution. We highly appreciate working with a company with such a long business history and technical innovation spirit, because you never stop learning! From our side, we provide Coop with the most modern technology and our extensive experience in integrating the systems," adds **Jan Hanussek, Managing Partner, Strategix CFT GmbH**.

About STRATEGIX

Strategix CFT GmbH is a boutique consulting company that offers market proven solutions and the necessary consulting and implementation services around Category Management and the digitized store. Strategix CFT builds on profound technical and business process expertise, as well as the IT infrastructure needed to help leading retailers and FMCG manufacturer develop and seamlessly integrate innovative and comprehensive business solutions.

Find out more at: www.strategix.eu/en