

**Understanding the term
"Retail Execution"
in today's realities**



Part 1: The meaning of “Retail Execution”

Clients do tend to ask the meaning of "Retail Execution".

The answer is — it is a predefined series of activities at point of sale to reach one single target, a "Perfect Store". It is long and tough journey, for that matter company will be needing a Retail Execution Software (RES).

RES is a combination of real-time Image Recognition and Retail Business Analytics. It is real-time solution alternative to the manual compilation of retail data for retailers and consumer packaged goods (CPG) companies. Data is collected as real-time snapshots at the physical outlets via mobile devices owned by merch/audit teams or fixed cameras.

Analytics are presented to the field team and the HQ in a few seconds in form of preinstalled reports, to take actionable decisions based on the KPI results as the field operation goes on real-time as well.

OPTIMIZING TIME

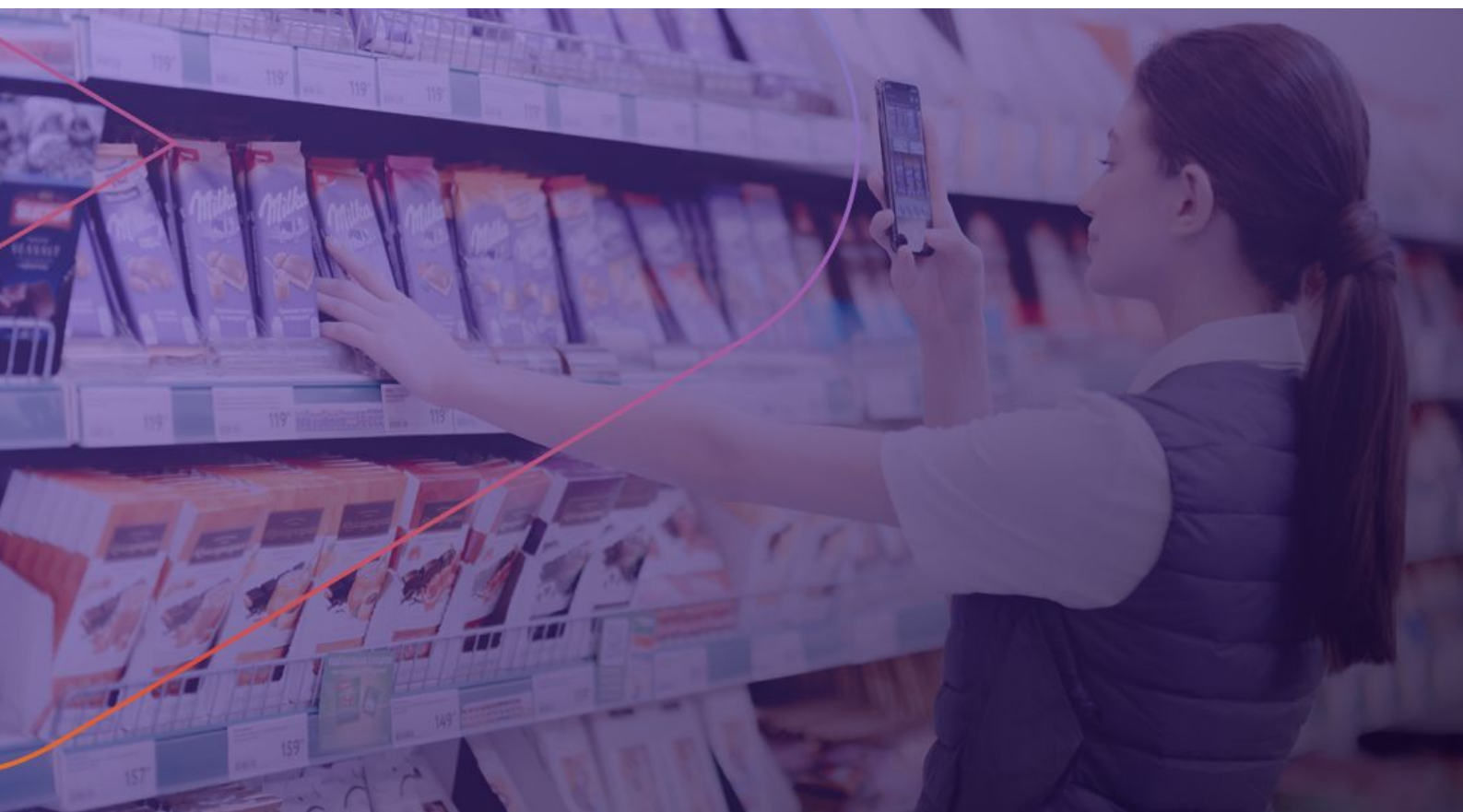
RES's biggest benefit is the time saved manually compiling data. Where it was once commonplace to gather data and compile it in a spreadsheet or label the shelf images manually by operators, eventually get the KPI results approximately 24 hours later; many brands now see this as inefficient — preferring to spend this time on other, more important activities like taking action based decisions on informative real-time data visible both at the sales point and the HQ.

HIGH ACCURACY

The second benefit of a RES is the ability to improve analytical accuracy, ultimately, your understanding of your real-time physical performance in categories across the physical world. Automated RES data is void of human error, providing you with your planogram compliance, prices and where your products sit in comparison to competitors'

EXTENSIVE DATA

Lastly, a RES empowers you to track the real-time physical performance and having real-time KPI results opens multiple doors such as getting snap Retail Execution decisions or taking automated orders. The fluidity of this data also makes it easier to spot trends, survey price changes and make data-driven decisions from the HQ.



Part 2: Why “Retail Execution” is important

The answer is simple: "Shoppers can easily be influenced, thus may change their mind at the moment of purchase." Consumer goods companies spend an average of **20% of their revenue** with strategies and promotions to address that fact.

Companies Plan: Define planogram and promotion for each category and segment

Execute: Maintain planogram and promotion compliance

Audit: Check planogram and promotion compliance. Collect competitors information

The most important part of the retail execution takes place in the planning period.

Alas for the planning, accurate and dynamic results from the latter are required to optimise and revise the results. For the execution part, a real-time Image Recognition Solution is the key element for taking instant actions.

And the minimization of the time gap between the execution and the auditing is compulsory.

