

Are Your Category Management Decisions Falling Through the Cracks?

As the world of retail becomes more complicated, merchandising teams are facing growing pressure to be able to do more with less. And the solid foundation of technology that they used to rely on is beginning to crack underneath the weight.



Just a few bad category management decisions **falling through the cracks** can have significant consequences for your business



Ineffective use of store and shelf space



Product assortments that don't reflect demand



Bad in-store experiences

Which inevitably leads to:



Fewer satisfied customers

DID YOU KNOW: Over half of customers will switch to a competitor after only one bad experience



Lower sales

DID YOU KNOW: Optimized assortments can lead to a 2%-5% increase in retail sales alongside a 5%-10% boost in gross margins?



Higher costs

DID YOU KNOW: Retailers that are able to build end-to-end category management processes can see 10%-15% cost savings

Wouldn't it be nice to have a **centralized, integrated** and **cohesive** platform that supports you and your business with **real, actionable data, built-in automation**, and **native-built tools** to help your team at every step of the customer journey?

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