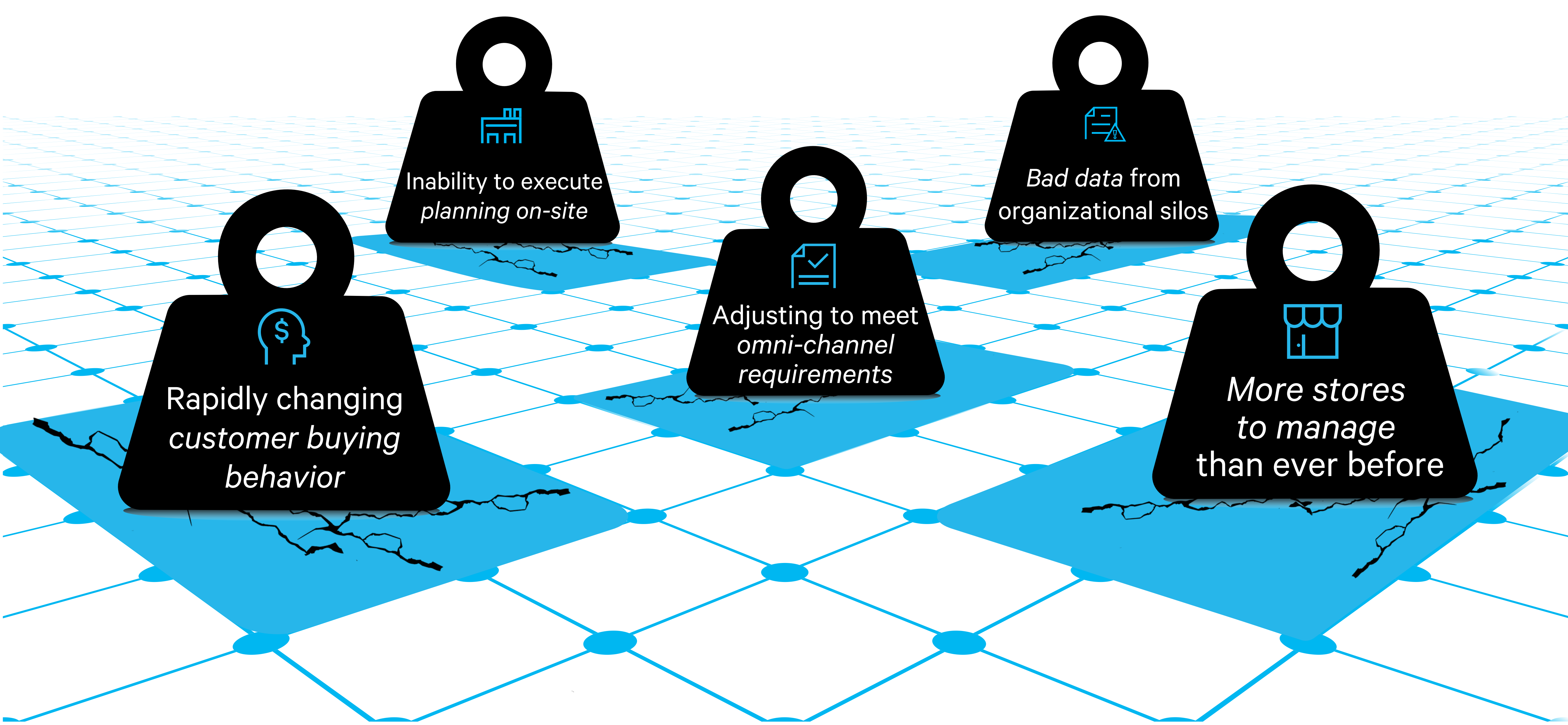


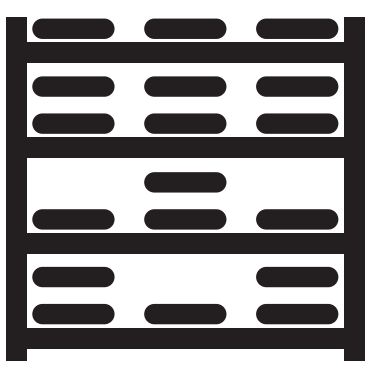
# Are your category management decisions falling through the cracks?



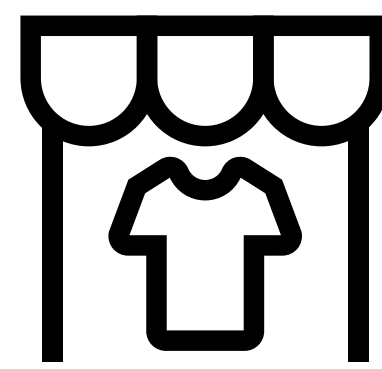
As the world of retail becomes more complicated, merchandising teams are facing growing pressure to be able to do more with less. And the solid foundation of technology that they used to rely on is beginning to crack underneath the weight.



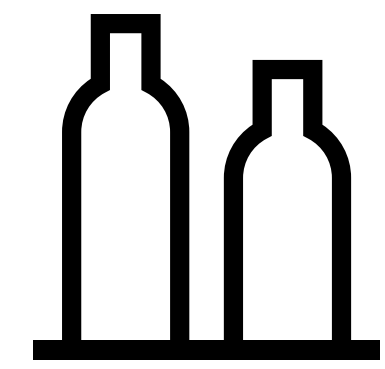
Just a few bad category management decisions falling through the cracks can have significant consequences for your business.



Ineffective use of store and shelf space



Bad in-store experiences



Product assortments that don't reflect demand

## Which inevitably leads to:

- **Fewer satisfied customers** - Over half of customers will switch to a competitor after only one bad experience.
- **Lower sales** - Optimized assortments can lead to a 2%-5% increase in retail sales alongside a 5%-10% boost in gross margins.
- **Higher costs** - 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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