

Cat-Micro Demand Transfer

Ensure critical products remain available on shelf



- Maintaining a consistent shelf stock of essential items is crucial for ensuring high customer satisfaction by fulfilling their expectations.
- Our demand transfer solution enables you to pinpoint the essential products in your assortment that are vital for satisfying consumer demand, while also assessing their impact on the overall performance of the category.
- The solution subsequently determines the necessary shelf inventory by assessing the available space, ensuring that these products remain accessible on the shelf.



What happens if a critical product becomes unavailable?

- In retail demand may vary, raising the question of what occurs when a product becomes unavailable.
- This is the point at which the solution recognises the shift in demand among products, allowing us to guarantee that the assortment features items with transferable demand for all essential products within the category.
- When a customer cannot locate a desired product on the shelf, they may opt to purchase a similar item from a rival brand. This could be the preferred alternative that continues to ensure customer satisfaction and promote growth within the category.
- A deeper comprehension of transference may enhance product innovation and reveal opportunities within the category, allowing you to capture any potential transference effectively.



Without planning for transferable demand shoppers unable to find a suitable alternative are likely to leave the store without purchase. This could lead them to taking their entire future shopping trip elsewhere.



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