

GIV

Retail in Brazil, as a whole, has been experiencing big changes in the last few years.

Retail formats started to be influenced from the 1990's, already under strong influence of some international chains and with the democratization of tools and world class management practices.

Due to their being so "young", such changes are either in progress or at an early condition.

When we talk about Planning and Management for retail, we notice a state of immaturity in Brazil.

To show where GIV can act at your company, check whether you identify some symptoms present:

- Strong competition in the market of activity;
- Market Share problems;
- Stock turnover below good practice;
- Not competitive margins;
- Re-markings out of hand;
- Revenue reduction or insufficient growth;
- Little visibility of numbers for managing the business;
- Difficulty planning and managing its expansion via own store, licensed channels, or franchising.

Should this sampling of symptoms not quite fit into your case, but you wish to strengthen your positioning, we can offer you a "check up" to identify the opportunities for improvement, expansion, diversification, and evolution.

sistemas

Phone no. 55 11 2103 2400  
contato@linx.com.br  
www.linx.com.br



We have three great families of products, with 21 distinct and interpolated products in a logical, modular, scalable way, and suited to the design of your business, encompassing the strategic, tactic, and operational.



(Picture – Clockwise) Strategic Products: Market Positioning / Focus – Collection Study Development – Brand Strategy – Expansion | Strategy | Technology: Single tool encompassing manufacturing up to sales – Fully integrated – Exclusively focusing on the FASHION sector | Technology | People | Change Management: Qualification – Purchasing / Stores / Retail Management / Hunting Tool – Joint-Management at implementation | Processes | Business Processes: Assortment Planning – Range Planning – Goal Planning / Performance indexes – Open to Buy – Visual Merchandising – Stock Management – Supplier Management – Re-Marking Management – Allocation Management – Logistics | BUSINESS INTEGRATION

Reasons to use the Retail Management & Intelligence Unit services:

- Consulting exclusively targeting the retail segment;
- Experience with the LINX System;
- Active participation in all projects;
- Remuneration per result;
- Front office and back office experience;
- Qualification in retail and top-rank consulting.