

PRESS RELEASE

An assortment that fits on the shelf: Strategix supports basic AG in digitizing their assortment planning

Düsseldorf, September 8, 2021 - basic AG, one of the pioneers in the German organic food market, relies on Strategix to give its buyers more transparency and reliability in their assortment planning and thus to support an end-to-end Category Management approach. The project aims is to standardize processes, digitize planograms, and offer a more tailored assortment to customers.

"This is how I imagine paradise", wrote a basic customer in 1998 in a guest book of the first store in Munich. The founders and pioneers of basic wanted to create a retail concept that would make organic food accessible to everyone. Since then, basic has focused on its customers and offers an exclusive assortment of more than 12,000 organic products, which, in addition to food and baby food, also includes all common non-food areas such as cosmetics, cleaning agents, and drugstores.

In the last few years the basic customers have become more and more demanding and their needs change according to the spirit of the time. To meet this requirement, basic needs a holistic system that increases responsiveness, increases product availability and improves planogram compliance.

Therefore, basic decided to expand its current Space and Floor Planning systems with the sMobile solution for buyers and the integration with the central ERP system. This integrated approach:

1. Gives basic buyers the opportunity to check the available shelf space before making an assortment selection.
2. Ensures that the planogrammed assortment of the buyer and the store planner matches the actual store assortment on the shelf.

"Our basic stores have a particularly wide range; that creates sales, but also complexity. In order to reduce complexity, along with constantly growing shelf space and assortments, we were looking for a partner who would find and implement an individual IT solution with us in order to align assortments and their placement more closely to the needs of customers. We have found this competent partner in Strategix and look forward to cooperation," said **Herman Oswald, CEO & Founder, basic AG.**

"We are proud to be able to count a pioneer and sustainable grocer like basic AG among our long-term customers and are convinced that we can help basic AG to achieve better product availability and shopper experience through integrated assortment and space planning," said **Jan Hanussek, Managing Partner, Strategix CFT GmbH.**

About basic AG

basic AG is a leading German organic retailer with over 20 stores in Germany and Austria. basic offers a remarkable assortment of over 12,000 organic products that are at least certified according to EU organic standards. Providing customers with high-quality organic products while focusing on many other sustainability subjects such as biodiversity and animal welfare is both a core task and a customer promise.

Find out more at <https://basicbio.de>

About Strategix CFT GmbH

Strategix CFT GmbH is a boutique consulting company and system integrator specialized in the area of Category Management. Our mission is to help leading retailers achieve growth and sustainability by progressing merchandising productivity. We do this by providing Space and Category Management expertise, a deep understanding of available technologies on the market as well as honest and sincere business process and technology recommendations based on 20+ years of experience. Strategix has already helped leading retailers and manufacturers worldwide to execute a seamlessly integrated space and assortment management.

Find out more at <http://www.strategix.eu>