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ATHENA RETAIL – A RELEX GROUP COMPANY

Corporate brochure



About Us

Athena Retail is part of the RELEX Solutions Group.

Backed by 20 years of experience, our mission is to help Retailers and Manufacturers improve and integrate Category Management processes with other business processes, both from a technical and business perspective, with the goal of improving growth and profits.

Over the years, we have supported dozens of Retailers and Manufacturers, large and small: from supporting companies who are just beginning their Category Management journey and are looking for guidelines, to implementing the right tools at clients who already have a clear vision of their goals and want to increase their efficiency.

Together with RELEX Solutions we support the unified approach to Retail, where Category Management and Replenishment are managed with highly interconnected solutions.



At the side
of Retail companies,
to give consumers
the products they want,
where and when they want them.

Services and solutions for an end-to-end integrated Supply Chain

Increased integration and automation are essential today to meet consumer needs.

Category management is a key process for improving the efficiency of other sales processes. Integrated assortment, planogram, and floor plan information enables timely definition and management for each product at each store:

- **The quantity to be shipped and the reorder point.**

This allows better management of truck loading and reduces the possibility, on the one hand, of out-of-stocks for high-selling products and, on the other, of wasted space for low-selling products.

- **The correct capacity and shelf placement.**

This reduces inefficiencies in applying assortment changes and leverages store feedback to further improve assortment and space definition.

- **The department, aisle, bay, shelf, and the location on the shelf.**

This reduces picking time and allows efficient combining of multiple order lists, resulting in lower costs at executing in-store picking operations for handling e-commerce orders, and greater effectiveness in guiding customers across the store.

Choosing Athena Retail means planning efficiently, quickly producing assortments, planograms and floor plans according to space and business objectives, achieving larger profits through improved plans applicability and greater consumer satisfaction.