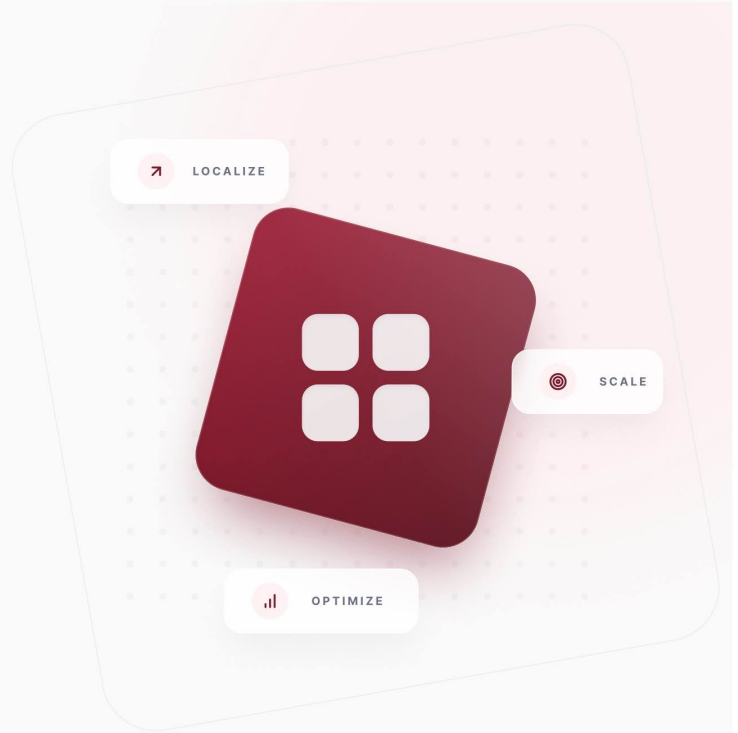






# Marketing Mix Management


## DETAILED OVERVIEW

Broad-brush inventory strategies often lead to overstocks in one location and out-of-stocks in another. Under our **Revenue Growth Management** pillar, **Ahatis** utilizes advanced geospatial and behavioural analytics to curate a "Smart Mix" for every point of sale. By treating each store or channel as a unique micro-market, we ensure your supply chain is as localized as your customers' preferences.



## OUR MARKETING MIX MANAGEMENT STRATEGY

 <p><b>01</b></p> <p><b>Assortment Localization</b></p> <p>We analyze demographic, socioeconomic, and historical sales data to determine which SKUs belong in specific clusters or individual stores, ensuring the mix reflects local tastes and needs.</p>	 <p><b>02</b></p> <p><b>SKU Rationalization</b></p> <p>We identify "zombie" products that underperform across the network, providing the data needed to prune low-margin items and reinvest that capital into high-velocity "hero" products.</p>	 <p><b>03</b></p> <p><b>Hyper-Regional Demand Sensing</b></p> <p>We integrate external factors—such as local climate, regional trends, and proximity to competitors—into your distribution model to predict which products will trend in specific geographies.</p>	 <p><b>04</b></p> <p><b>Space &amp; Margin Optimization</b></p> <p>By calculating the "revenue per square inch" for different categories, we help you reallocate shelf space to the categories and brands that drive the highest total contribution to your bottom line.</p>
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THE AHATIS ADVANTAGE

Mix Management is where "Data Strategy" meets the "Physical Shelf."

We provide the analytical bridge that allows you to scale the intimacy of a local boutique with the efficiency of a global enterprise, ensuring you never waste resources on products that don't belong.