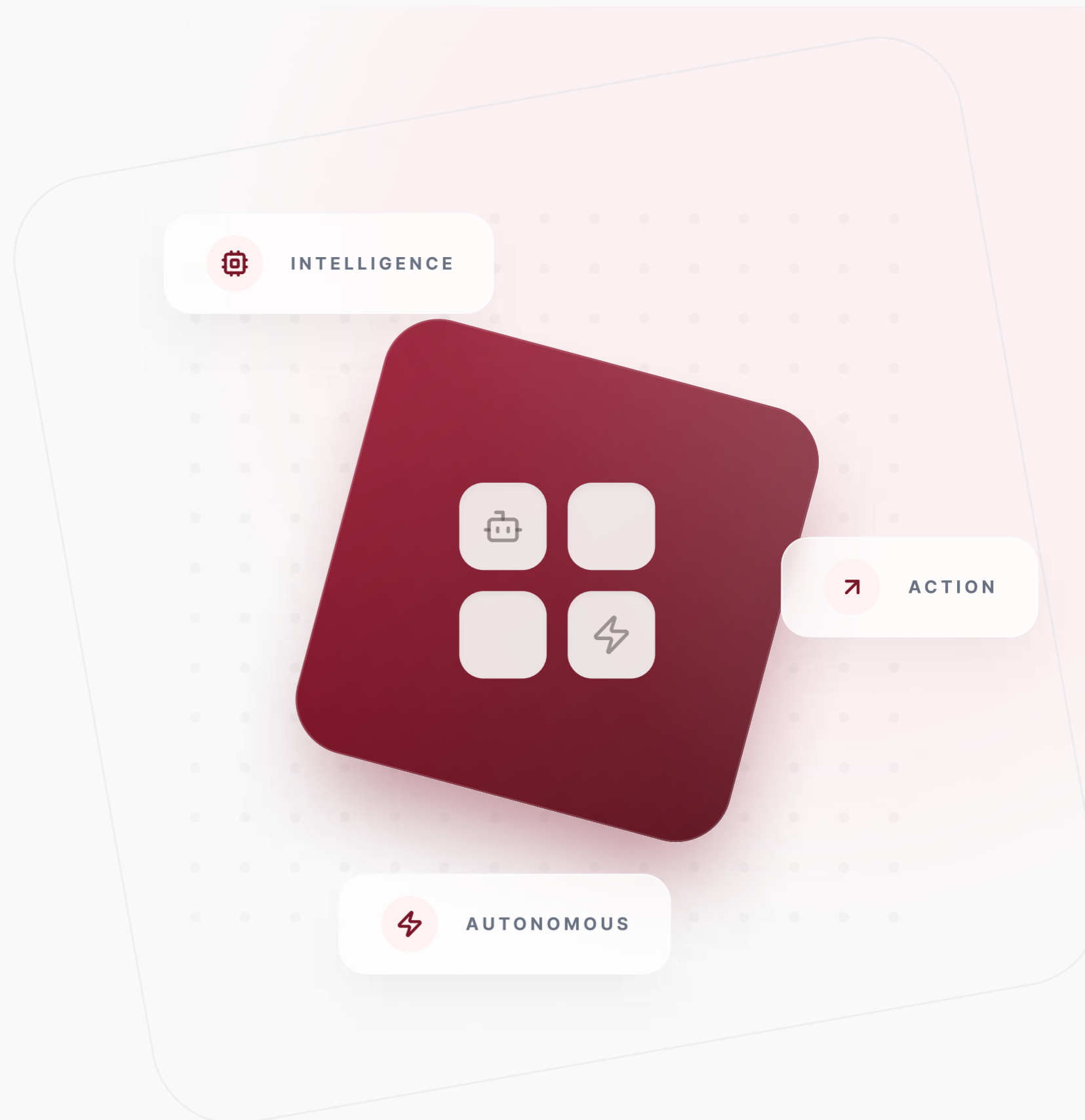


The A-REP™ Advantage

PRICE PACK ARCHITECTURE (PPA)

In the hyper-competitive Consumer Packaged Goods (CPG) landscape of 2026, static pricing is a liability. **ahatis** provides the best Agentic Price Pack Architecture (PPA) through its **A-REP™** solution that transforms the "last mile" of commercial execution from manual observation to autonomous, context-aware action.

The ahatis solution isn't just a dashboard; it is an intelligent ecosystem powered by A-REP™—your autonomous ahatis Representative. Unlike traditional software that merely flags a price gap, A-Rep operates as a proactive partner, synthesizing real-time retail signals, competitive maneuvers, and environmental factors to protect your brand's premium status.



INTELLIGENCE IN ACTION

The A-Rep Perspective

99

"I don't just report that Premium Water Brand A is on promo at Publix. I analyze the heatwave in the Southeast, check inventory health, and calculate whether matching or offsetting that promo would erode your internal price ladder. I bridge the gap between 'what is happening' and 'what we must do,' delivering a validated strategy to you before the competition even notices the shift."

A-REP™
ahatis Agentic Persona

A-REP™ DESIGN: PRICE PACK ARCHITECTURE

01 Normalized Price Logic

Calculate a Normalized Unit Price (e.g., Price per Ounce/Liter).

$$\text{Unit Price} = \text{RSP} \div \text{Pack Size}$$

Toggle between "Shelf Price" and "Unit Price" to detect optimal value perceptions.

02 Price-Size Slope & Variance

Internal Variance: Flag "Price Inversions" where a larger pack is more expensive per unit.

Competitive Variance: Monitor Direct Competition (Price Index) and Adjacent Competition ("Price Out" thresholds).

03 The Value Curve

Plot SKUs on a Size vs. Price/Unit axis to define acceptable variance:

- **Green:** 5–15% lower unit price
- **Yellow:** 0–5% lower (At risk)
- **Red:** Equal or higher (Failure)

04 Cross-Category Logic

Allows for "Adjacent Item" sets. E.g., Premium Greek Yogurt tracks standard yogurt AND protein shakes.

Calculates **Substitution Pressure** to flag a High Risk of Churn when price gaps exceed thresholds.

05 User Interface (UI)

Heat Map: Grid showing every SKU's unit price relative to the category average.

Scenario Simulator: "What-if" tool displaying simultaneous variance impacts when altering RSP.

06 Data Management

Powered by syndicated data including volume, revenue, and ACVs.

Item SEO: Optimized attributes making items searchable via digital engines and AI models (Co-Pilot, Gemini).

PPA FUNCTIONAL COMPONENTS & LOGIC

COMPONENT	DESCRIPTION	FUNCTIONAL REQUIREMENT
Mission Mapping	Categorizing packs by shopper intent (e.g., Immediate Consumption, Pantry Stocking).	Ability to tag SKUs by "Mission" and compare unit prices within that specific mission.
The "Linearity" Check	Ensuring the price-per-unit curve is smooth.	Visual graph showing RSP vs. Size. Any "bulges" in the curve indicate a pricing error or opportunity.
Threshold Alerts	Monitoring psychological price points (e.g., \$4.99 vs \$5.10).	Alert the user when a recommended price increase breaks a "Power Price Point" (\$5, \$10, \$20).
Elasticity Overlay	Mapping how volume shifts when the unit price gap changes.	Integration with the Elasticity Module to predict volume loss if the unit price discount is reduced.
Consumption Profile	Does the item act as a cookie or a diaper? (Will the consumer of the product increase consumption when more is available?)	Ability to tag SKUs by consumption type to generate an increase in consumption over time.

Schedule a Solution Review

Reach out today to have a conversation on how our A-REP™ solutions can help deliver value for you and your organization.

✉ INFO@AHATIS.COM