

3 EFFICIENT ASSORTMENT

One of the ways to Win at a Discount this year was by **extending our assortment and its availability.**

In 2022, we implemented an efficient assortment initiative, supported by an omnichannel category strategy.



Another example in Walmart Supercenter, was that based on a demand analysis we reduced the number of SKUs at stores for juices by 40% moving them to online, with this change we increase both brick and online sales by ~30%; in the same way we did it with TV screens, reducing the number of items available at the store by 10%, adding more SKUs in Extended Assortment resulting in an 18% sales increase at stores and 45% increase in online sales.

Thanks to our customer-centric assortment and service proposition, we have turned challenges into opportunities to continue meeting our customers' needs.



We gathered a wide assortment of products with spaces in stores and online, focused on the characteristics, preferences and concerns of our customers. In addition, we revisited and updated our processes to infuse them with customer centricity and to foster a commercial offer aligned to their needs.

In Walmart Supercenter, we moved some items from the store to 1P or marketplace, and by the time we had more demand for a certain item in the Extended Assortment, we brought that item to the store. **This allowed us to have a more efficient sales floor** without eliminating items from our catalog.

