

Managing a Diverse Landscape

Grupo Elektra uses execution management to prepare for aggressive expansion

Committed to the modernization of its Latin American operations, Grupo Elektra is the country's leading consumer financial service and specialty retailer with 1,900 retail outlets spread across eight countries. Catering to the emerging middle class, Grupo Elektra offers a wide range of consumer products including electronics, household appliances, furniture, motorcycles, autos, tires, cell phones and computers.

Despite challenging economic conditions, Grupo Elektra strengthened its international presence in 2008 with the launch of operations in Peru. The retailer simultaneously opened 120 branches in 36 cities in 2008 and began commercial and banking ventures in Brazil last March.

With aggressive plans to continue its expansion, the Latin American retailer

recently implemented Retail Execution Management from Reflexis, which includes Spanish-Language versions of Task Manager, KPI Activator and StoreWalk. In just 21 weeks, the software was deployed on all of the retailer's POS units.

Grupo Elektra plans to implement Retail Execution Management at all of its new store locations, specifically those opened in Brazil where Portuguese-language versions of the software will be deployed.

By implementing Retail Execution Management, the company has gained consistent execution of initiatives involving new promotions and new products. With Retail Execution Management, the company can ensure consistent execution of initiatives in its stores, boost compliance and monitor and respond to Key Performance Indicators



Grupo Elektra adds task management to 1,900 outlets.

(KPIs) using standardized best practices.

"Retailing in Latin America presents its own set of diverse and unique challenges," says Manuel Gonzalez Palomo, CIO, Grupo Elektra. "The highly configurable and flexible Reflexis software supports the wide range of processes in our stores and bank branches." **RIS**