



EFFICIENT ASSORTMENT

Our commercial team worked closely in collaboration with our suppliers, to include a greater variety of items competitive in both price and in quality.

With our customer insight, we work to enhance their experience from end to end. **Broad product assortment is combined with better space design that focuses on customer characteristics, preferences, and concerns.**



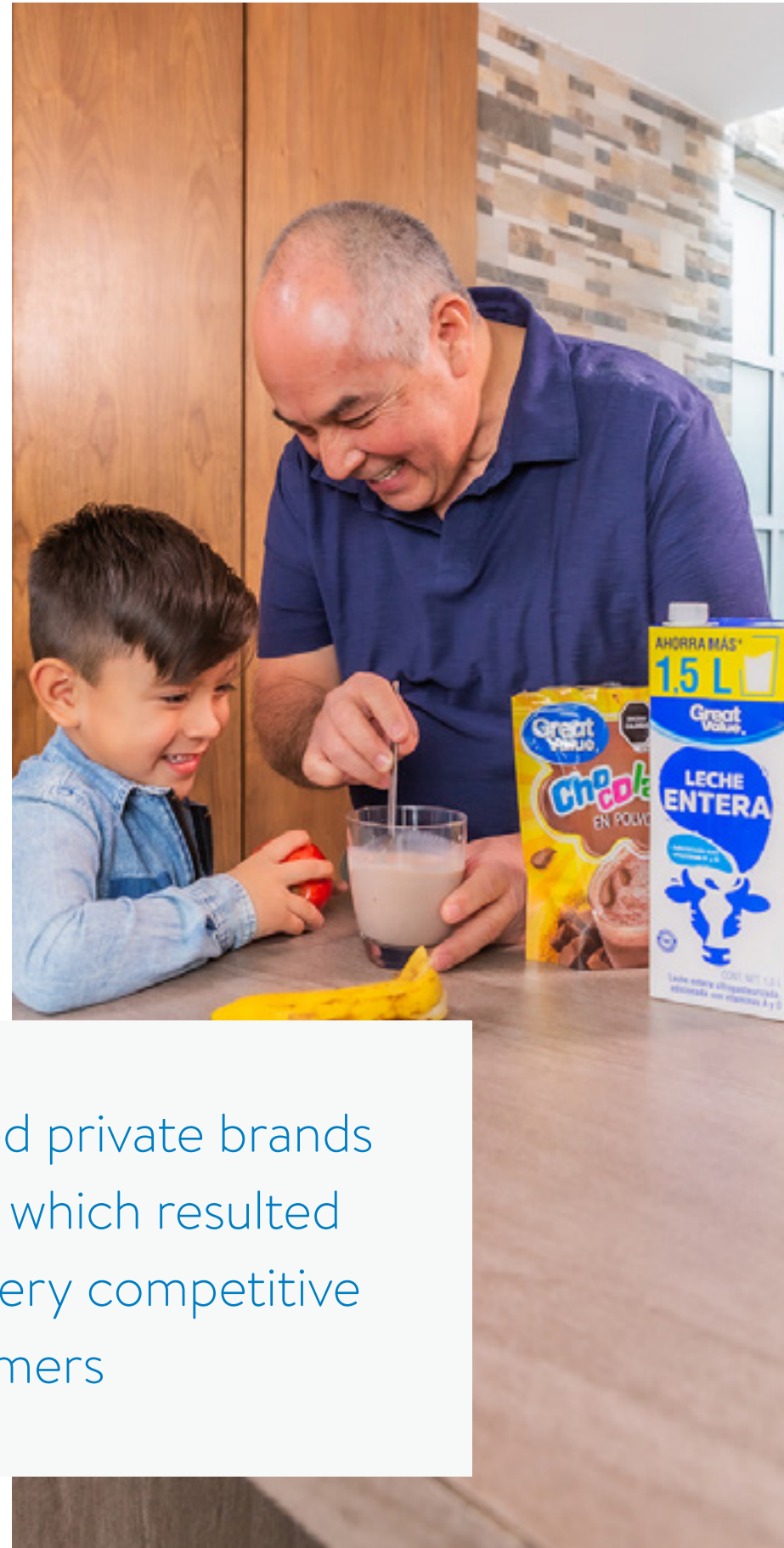
One of the ways we are winning in discount is by extending our assortment and its availability

ASSORTMENT ASSORTMENT ASSORTMENT



The customer journeys are updated with changes in product display and with fixtures, especially in the fresh area. In addition, certain features were implemented to enable customers to have a quicker and more convenient shopping journey, such as self-checkout and digital tools.

These initiatives have been well accepted by our customers. The results have been quite satisfactory thanks to our proposal in assortment and service.



PRIVATE BRANDS

Our Private Brands play an important role in our strategy because they help to increase customer loyalty, they are perceived as an ally to their budget, and they are also a way to increase sales.

In 2021, Private Brands penetration of total self-services sales grew 90 basis points in Mexico and 200 in Central America; the more they gain share, the more we can continue striking a balance in price investments.



In Bodega, we increased private brands penetration by 80 bps, which resulted in quality products at very competitive prices for all our customers



For further information on the performance of Private Brands visit here

COMMUNITY CHAPTER