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Retail technology dated April 2008

### Optimization of Assortments and Promotion Planning

With two newly implemented software modules from the “Retail Simulation Engine” from Dacos, assortment managers from the self-service department store operator Globus can prospectively make their assortment and listing decisions more efficiently and at the same time optimize promotion planning. To achieve this, “Product Engine” provides extensive assortment, compound purchase and receipt analyses, while “Promotion Engine” automatically surveys the advertised article-mix for the flyer series’ in terms of the effect of customer frequency, turnover and profit. Now, following an intensive field test, all 38 Globus locations in Germany are to be provided with both engines from Dacos Software GmbH. According to the Saarbrücken-based company, these will serve to make the behavioral patterns of end consumers calculable and predictable to the greatest extent possible.