REM PEOPLE INDUSTRY BASED SOLUTION MATRIX

INDUSTRY SEGMENT	BUSINESS CHALLENGES	SOLUTIONS & SERVICES THAT REM PROVIDES	ADVANCED ANALYTICS SOLUTIONS THAT REM PROVIDES	RELATED REM PRODUCTS & SERVICES
↗ **Manufacturers (FMCG)** - Beverage - Food & Confectionary - Home Care - Personal Care - OTC & Life Sciences - Stationary & Others ↗ **Manufacturers (Non-FMCG)** - Consumer Electronics ↗ **Distributors (FMCG & Non-FMCG)**	- Sales & Operational Efficiency - Instore Execution & Visibility Excellence - Brand Activation Management - Data Driven Sales Development	► Full & Complementary Retail Census Studies ► Passive Stores Audit ► Store List Adjustment & Master Data Cleansing ► Time & Motion Tracking ► Route-to-Market Optimization ► Route Compliance Tracking ► Instore Retail Execution Tracking ► Digital (E-Comm) Execution Tracking ► Discount Leaflet/Insert Tracking ► Product Quality Check Audit ► Bonus & Incentive Systems Tracking ► Field Team Learning Management ► Enhanced Data Visualization With Full Data Integration & Sales Systems Engagement	► Retailer/Store Segmentation ► Effective Portfolio Management ► Store Profiling & Around Store ► Price Management & Optimization ► Promotion Effectiveness ► Enhanced Performance Review ► **Instore Execution & Visibility Excellence (Details Available in Table 1)**	► REM People - End-to-End Project Management & Consulting Services ► REM People - On-Demand Audit & Compliance Tracking Services ► REM Analytics - AI Powered Advanced Analytics Services ► REM InStore - IR-Based Retail Execution Monitoring Platform *(SaaS)* ► REM Insert - Discount Leaflet/Insert Tracking Solution *(SaaS)* ► REM E-Store - Digital Execution Tracking Solution *(SaaS)* ► RVL eyeQ Pulsar - Shelf Camera & Visitor Analytics Solution *(SaaS)*
↗ **Retailers (FMCG)** ↗ **Retailers (Consumer Electronics)** ↗ **Retailers (Health & Beauty)**	- Instore Execution & Visibility Excellence - Brand Activation Management - Data Driven Sales Development - Consumer Satisfaction & Loyalty	► Instore Retail Execution Tracking ► Digital (E-Comm) Execution Tracking ► Discount Leaflet/Insert Tracking ► Competition Regular & Promoted Price Tracking ► Mystery Shopper Audit ► Product Quality Check Audit ► Camera-Based Shelf & Inventory Tracking ► Camera-Based Instore Visitor & Staff Analytics	► Effective Portfolio Management ► Around Store Analysis ► Price Management & Optimization ► Promotion Effectiveness ► Enhanced Performance Review ► **Instore Execution & Visibility Excellence (Details Available in Table 1)**	► REM People - On-Demand Audit & Compliance Tracking Services ► REM Analytics - AI Powered Advanced Analytics Services ► REM InStore - IR-Based Retail Execution Monitoring Platform *(SaaS)* ► REM Insert - Discount Leaflet/Insert Tracking Solution *(SaaS)* ► REM E-Store - Digital Execution Tracking Solution *(SaaS)* ► RVL eyeQ Pulsar - Shelf Camera & Visitor Analytics Solution *(SaaS)*
↗ **Retailers (Fashion & Apparel)**	- Instore Execution & Visibility Excellence - Data Driven Sales Development - Consumer Satisfaction & Loyalty	► Instore Retail Execution Tracking ► Digital (E-Comm) Execution Tracking ► Camera-Based Instore Visitor & Staff Analytics ► Mystery Shopper Audit	► Price Management & Optimization ► Promotion Effectiveness ► Enhanced Performance Review ► **Instore Execution & Visibility Excellence (Details Available in Table 1)**	► REM People - On-Demand Audit & Compliance Tracking Services ► REM Analytics - AI Powered Advanced Analytics Services ► REM InStore - IR-Based Retail Execution Monitoring Platform *(SaaS)* ► REM E-Store - Digital Execution Tracking Solution *(SaaS)* ► RVL eyeQ Pulsar - Shelf Camera & Visitor Analytics Solution *(SaaS)*
↗ **Telecom Operators**	- Instore Execution & Visibility Excellence - Sales Standards Compliance - Infrastructure Inventory Compliance - Consumer Satisfaction & Loyalty	► Instore Retail Execution Tracking ► Digital (E-Comm) Execution Tracking ► Camera-Based Instore Visitor & Staff Analytics ► Mystery Shopper Audit ► Sales Fraud Audit ► Base Station Audit ► Technical Infrastructure Audit		► REM People - On-Demand Audit & Compliance Tracking Services ► REM Analytics - AI Powered Advanced Analytics Services ► REM InStore - IR-Based Retail Execution Monitoring Platform *(SaaS)* ► REM E-Store - Digital Execution Tracking Solution *(SaaS)* ► RVL eyeQ Pulsar - Shelf Camera & Visitor Analytics Solution *(SaaS)*
↗ **Gas Station Chains**	- Service Quality & Excellence - Instore Execution & Visibility Excellence - Consumer Satisfaction & Loyalty	► Mystery Shopper Audit ► Service Standards Compliance Tracking ► Instore Retail Execution Tracking ► Discount Leaflet/Insert Tracking ► Product Quality Check Audit ► Camera-Based Instore Visitor & Staff Analytics ► Regular & Promoted Price Tracking ► Consumer Satisfaction Tracking ► Competition Services Follow-Up ► Enhanced Data Visualization With Full Data Integration & Sales Systems Engagement	► Consumer Loyalty Analysis ► Competition Comparison Analysis ► Effective Portfolio Management ► Store Profiling & Around Store ► Price Management & Optimization ► Promotion Effectiveness ► Enhanced Performance Review ► **Instore Execution & Visibility Excellence (Details Available in Table 1)**	► REM People - End-to-End Project Management & Consulting Services ► REM People - On-Demand Audit & Compliance Tracking Services ► REM InStore - IR-Based Retail Execution Monitoring Platform *(SaaS)* ► REM Insert - Discount Leaflet/Insert Tracking Solution *(SaaS)* ► RVL eyeQ Pulsar - Shelf Camera & Visitor Analytics Solution *(SaaS)*
↗ **Restaurants & Fast Food Chains**	- Service Quality & Excellence - Consumer Satisfaction & Loyalty	► Mystery Shopper Audit ► Service Standards Compliance Tracking ► Instore Retail Execution Tracking ► Camera-Based Instore Visitor & Staff Analytics ► Consumer Satisfaction Tracking		► REM People - End-to-End Project Management & Consulting Services ► REM People - On-Demand Audit & Compliance Tracking Services ► REM InStore - IR-Based Retail Execution Monitoring Platform *(SaaS)* ► RVL eyeQ Pulsar - Shelf Camera & Visitor Analytics Solution *(SaaS)*

TABLE 1: INSTORE EXECUTION & VISIBILITY EXCELLENCE >>> FACTS, REPORTS and ADVANCED ANALYTICS SOLUTIONS THAT WE PROVIDE

INDUSTRY SEGMENT	BUSINESS CHALLENGES	FACTS & REPORTS THAT REM PROVIDES	ADVANCED ANALYTICS SOLUTIONS THAT REM PROVIDES	RELATED REM PRODUCTS & SERVICES
↗ **Manufacturers (FMCG)** ↗ **Manufacturers (Non-FMCG)** ↗ **Distributors (FMCG & Non-FMCG)** ↗ **Retailers (FMCG)** ↗ **Retailers (Non-FMCG)** ↗ **Retailers (Helath & Beauty)** ↗ **Gas Station Chains**	Distribution Quality	► Numeric Distribution ► Portfolio Availability ► Out-of-Stock Tracking ► Equipment & Display Availability ► In-store Inventory & Asset Presence	► Penetration Coverage ► Must SKU Performance ► SKU Synergy ► SKU Dispersion ► Assortment Share ► Category Concentration	► REM People - On-Demand Audit & Compliance Tracking Services ► REM Analytics - AI Powered Advanced Analytics Services ► REM InStore - IR-Based Retail Execution Monitoring Platform *(SaaS)* ► REM E-Store - Digital Execution Tracking Solution *(SaaS)* ► RVL eyeQ Pulsar - Shelf Camera & Visitor Analytics Solution *(SaaS)*
	Visibility Mastery	► Facing/Shelf Share Measurement ► Trade & Visibility Coverage ► Planogram Compliance ► Shelf Placement ► Shelf Value	► Market Concentration ► Facing Dispersion ► Shelf Share Dispersion ► Brand Synergy ► Prime Shelf ► Shelf Pressure ► In-Store Sales Drivers ► Store Profiling & Segmentation ► Around Store Potential	
	Price & Promotion Effectiveness	► Regular Price Tracking ► Promoted Price Tracking ► Promotion Tracking ► Promotion Types ► Price Tag Presence ► Competition by Share & Index ► Price Tag & Promotion Indicator ► Price & Promo Communication Tracking	► Price Architecture ► Price Evaluation ► Price Brackets ► Price Index & Relativity ► Pricing Impact ► Price Elasticity ► POP Effectiveness ► Promo Guardrails ► Promo Uplift ► Promo Communication ► Insert/Leaflet Analytics ► Omni Price & Promotions	