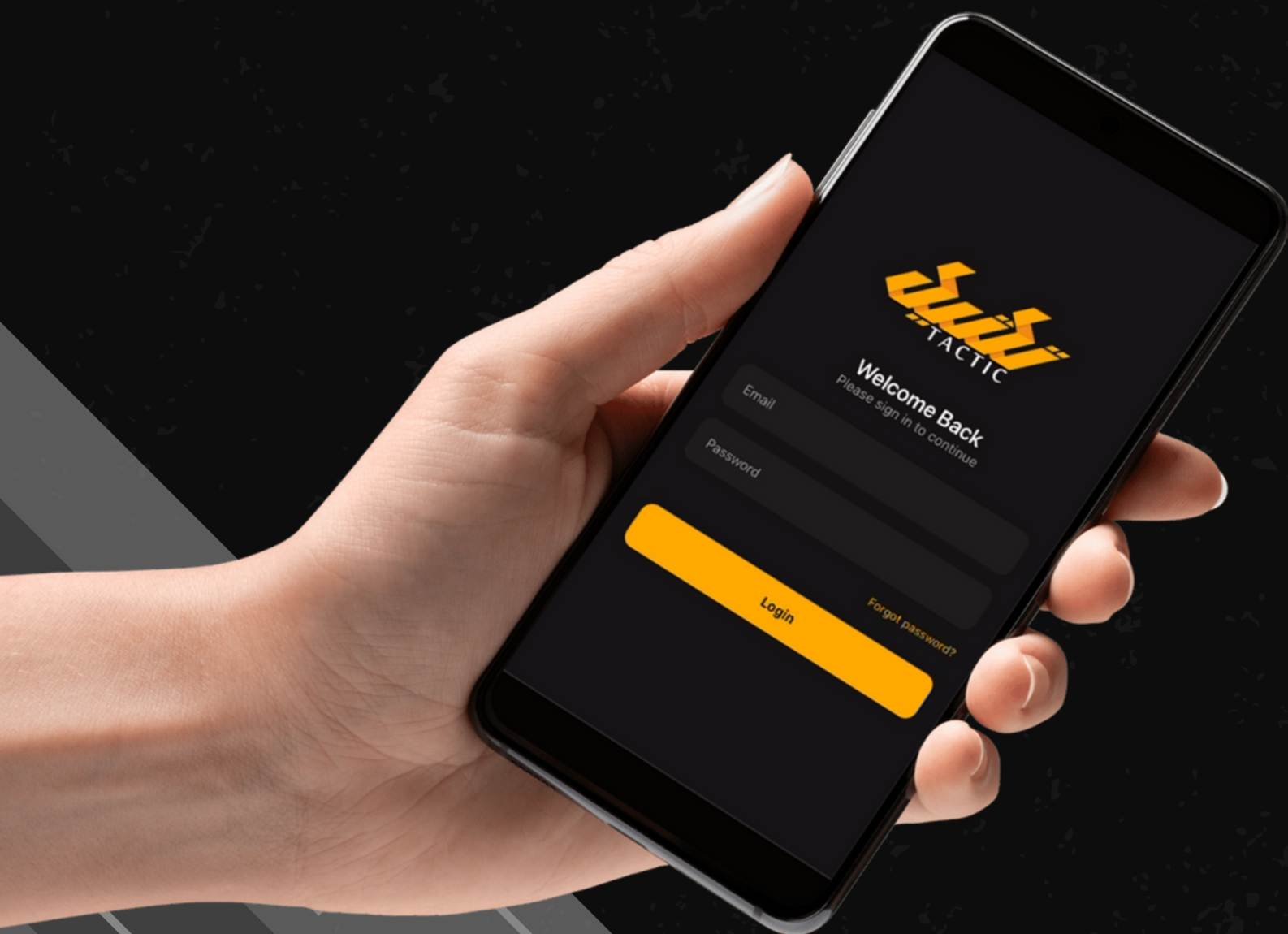


TACTIC Mobile APP

Empowering Field Teams with Real-Time Visibility



About TACTIC

TACTIC & Creativity is a leading Saudi Arabian company specializing in retail execution, helping brands optimize their field operations with innovative solutions.



Expertise in Retail

With years of experience, we deliver effective solutions tailored for FMCG and retail sectors.

Trusted by Brands

We are a reliable partner for leading FMCG and retail brands across the region.

Innovative Technology

Our tools enhance efficiency and visibility, ensuring better execution for field teams in real-time.

Market Problem

Inconsistent merchandiser performance leads to significant reporting challenges, which in turn impact overall store execution and reduce efficiency across the FMCG and retail sectors.



Performance Variability

Varying performance levels among merchandisers result in inconsistent reporting and store execution.

Delayed Reporting

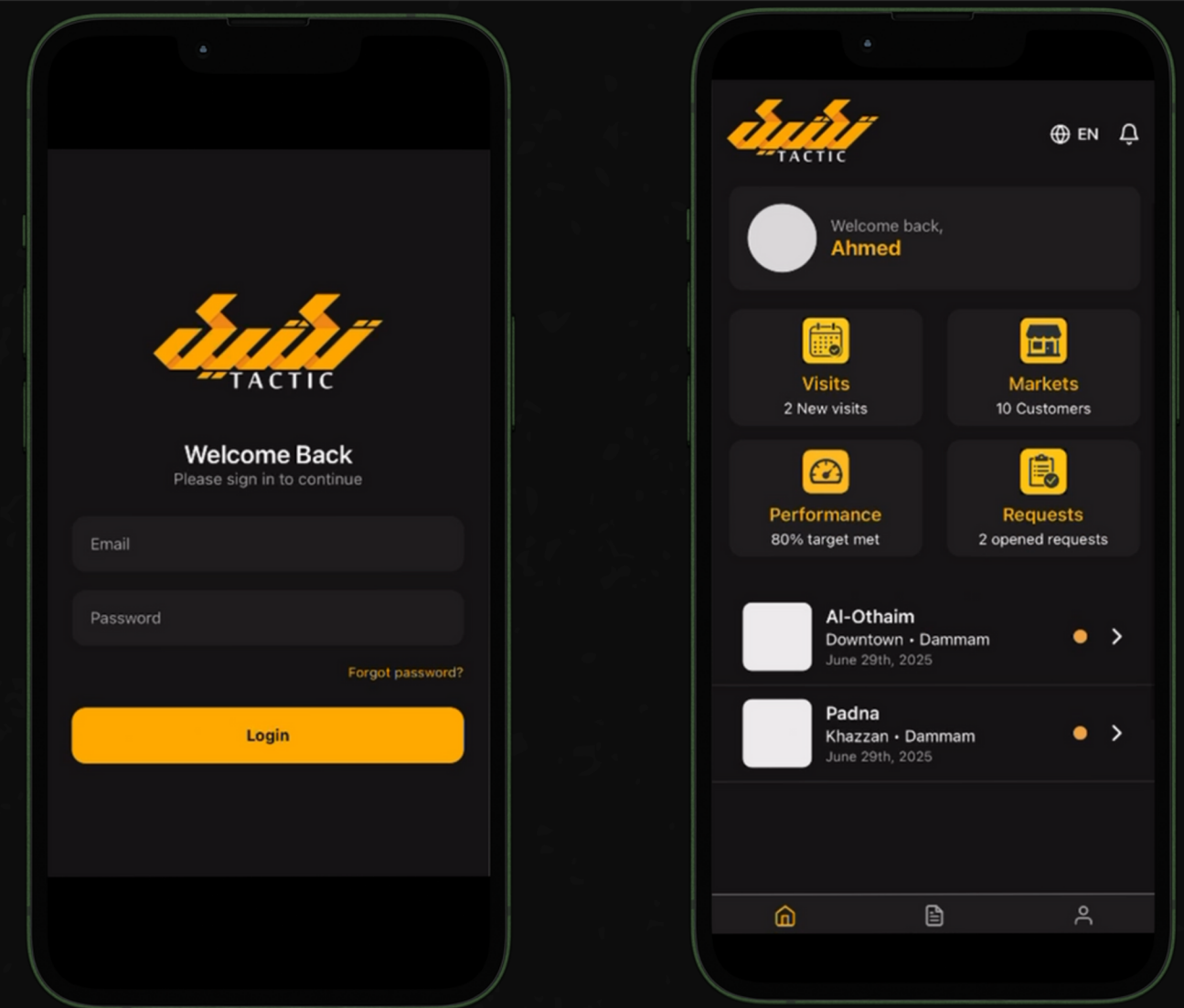
Manual reporting processes cause delays, hindering timely decision-making and responsiveness to market needs.

Lack of Visibility

Without real-time insights, managers struggle to monitor performance and make data-driven decisions effectively.

Field Workflow

The TACTIC app offers a structured field workflow for store visits, ensuring efficient execution and real-time data collection for enhanced retail performance.



Step-by-Step Process

Each store visit includes well-defined steps to maximize efficiency and ensure comprehensive data collection.

Comprehensive Data Capture

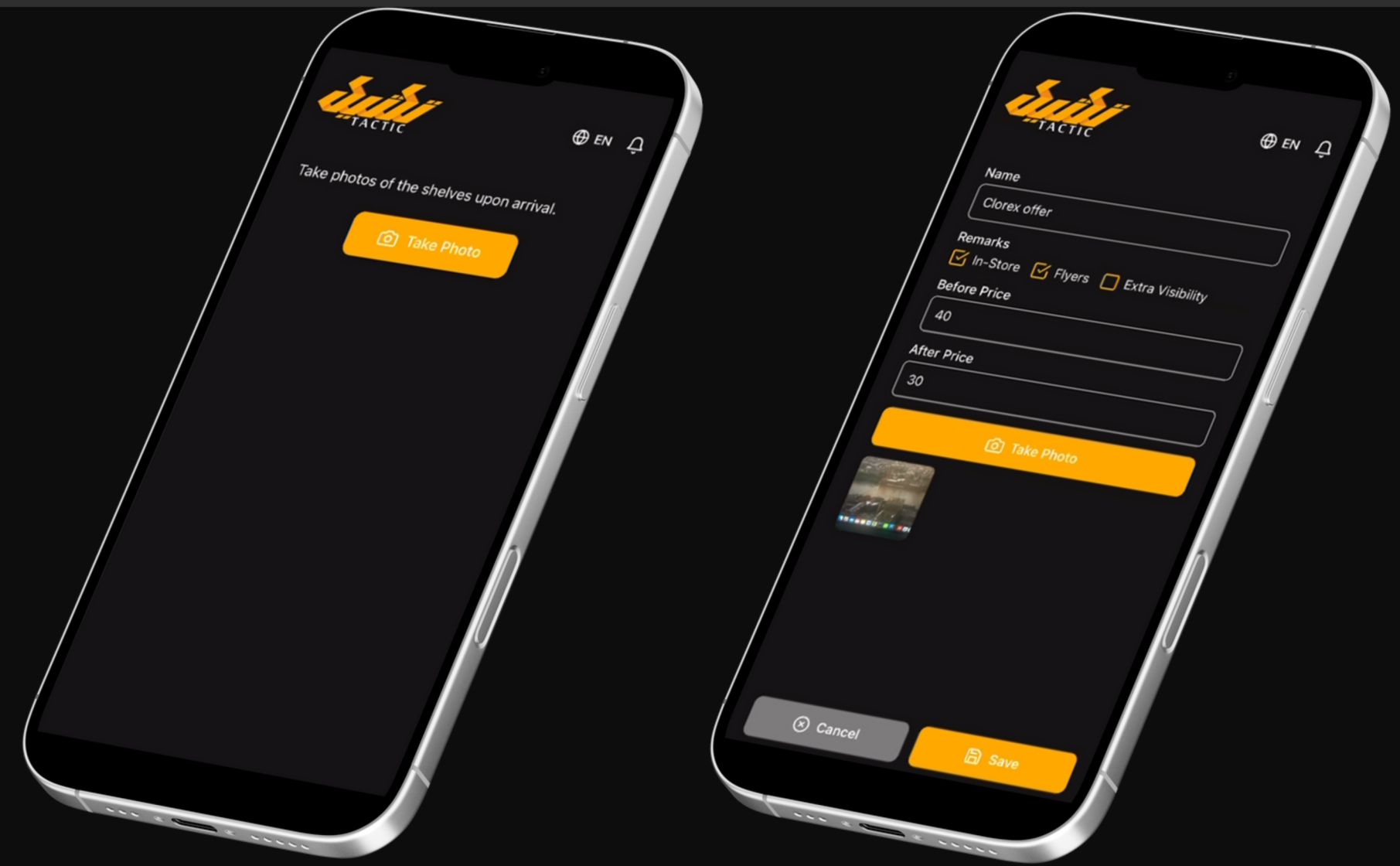
Real-time data logging during visits enables immediate insights for better decision-making and faster problem resolution.

Enhanced Accountability

By following a structured workflow, team members can be held accountable, ensuring consistency and quality in store execution.

APP Features

TACTIC is optimized for Arabic & English, providing a seamless user experience tailored to the needs of local and international markets.



Bilingual Interface

Users can easily switch between Arabic and English, ensuring accessibility for diverse teams.

Instant Image Upload

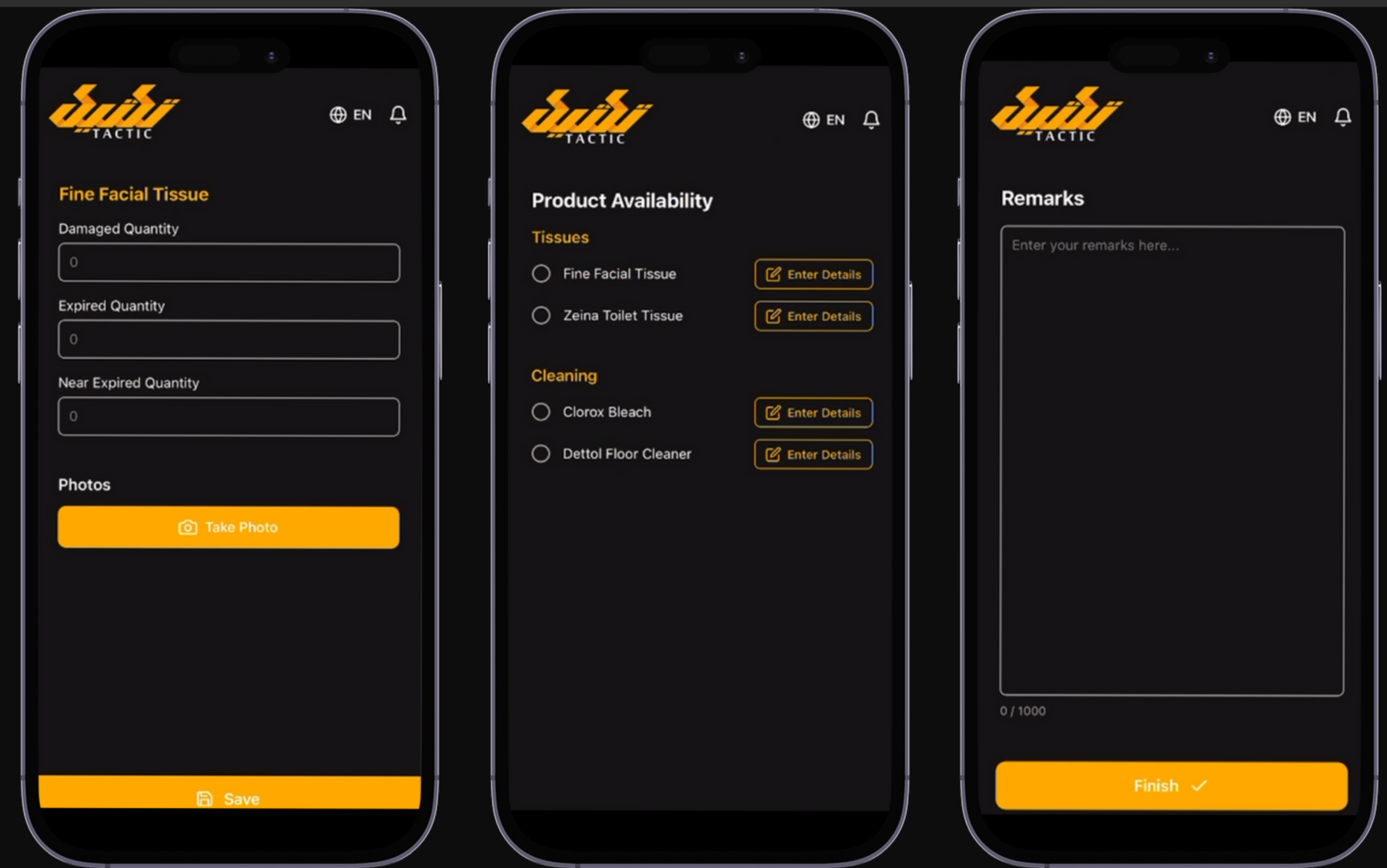
Capture and upload images in real-time, allowing for immediate documentation of store conditions and inventory status (Availability & damage ... ETC)

Competitor Tracking

Monitor competitor promotions and shelf presence, helping businesses to make informed decisions and improve market strategies.

APP Features

TACTIC is optimized for Arabic & English, providing a seamless user experience tailored to the needs of local and international markets.



Damage area stock count

Quickly and accurately track and record items in the damage area to ensure proper handling and reporting (expire, near expire & damaged)

Warehouse stock count

Maintain precise and up-to-date inventory levels in the warehouse to improve supply chain efficiency and reduce stock discrepancies.

Remarks

When Merchandiser finish the all steps, th remarks steps appear to fill it with any remarks for sales team.
small space - low stock - need extra space in primary shelf ETC

User Experience

Explore the intuitive design of TACTIC that enhances field team efficiency and ensures seamless execution from planning to reporting.



Dashboard Overview

A centralized space where users can track real-time performance metrics and key insights at a glance.

Visit History

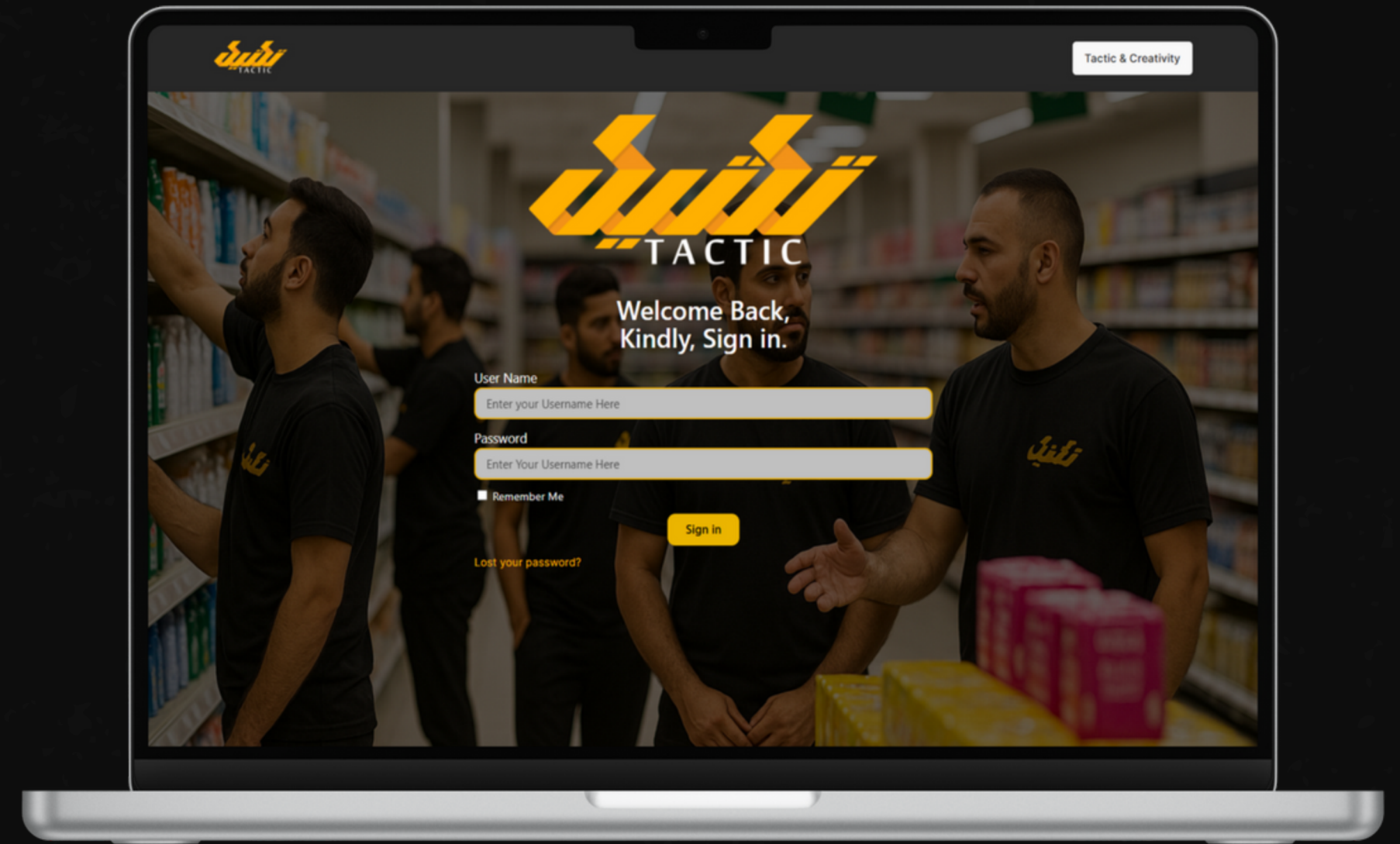
Easily access past visits with detailed reports, enabling teams to understand trends and patterns in execution.

Planogram Access

Streamlined access to visual guidelines ensures accurate shelf layouts and product placement to improve in-store execution.

Manager Benefits

Enhancing efficiency through real-time insights allows managers to make informed decisions that drive performance and improve store execution.



Instant Reports

Receive real-time field reports that facilitate immediate analysis and decision-making.

KPI Tracking

Monitor key performance indicators effectively to ensure alignment with business objectives.

Centralized Data

Access all data in one place, streamlining communication and improving collaboration across teams.

Pricing Tiers

Explore our flexible pricing tiers designed to suit every business need, ensuring you get the most value from TACTIC.



Basic

- photos before work
- availability & photos for product & expiry date for shelf products.
- remarks

Standard

- The previous advantages, in addition to
- Warehouse stock count
- Damage area count

Premium

- The previous advantages, in addition to
- Planogram check
- Share of shelf
- Competitors activity



Thank you
for your time



Do you have any question ?