



Delivering  
*Intelligent Business Solutions*  
To **World-Class Retailers**

ibs *PRICING*

## Match implements ibs *PRICING* from Soft Solutions – Case Study

### PARTICIPANTS

Match banner is part of Louis Delhaize Group. It is active in France, Belgium, Luxembourg, Hungary, West Indies, and Guyana. It is known as Smatch in Belgium and Hungary.



### RELEVANT FIGURES

**1934**

Match brand was created

**1974**

First supermarket was founded (Luxembourg)

**247 Match supermarkets**

- 153 in France
- 57 in Belgium and Luxembourg
- 17 in West Indies and Guyana
- 20 in Hungary

**133 Smatch supermarkets**

- 113 in Hungary
- 20 in Belgium

**1,4 billion Euro in sales**

**215 000 m2 in sales area**

## CONTEXT

Traditionally, Match is known as a local and average-sized supermarket, specialized in fresh products.

It has always considered the quality of its products and services as the basis of its communication, ignoring the attractiveness of a competent price image. This gap was the reason behind marked decrease in sales.

Upstream, in addition, purchase conditions, far from being exemplary, contributed to the decrease in margins.

As a result, Match took the decision to try to recover lost market shares by initiating a national communications campaign on a broad range of downward-revised prices.

Naturally, investments were considerably scaled down. Thus, it was essential to adopt a computerized solution that could manage a whole set of "punch" operations and meet the following requirements:

- Installation in record time (less than one week)
- Training users on a parallel path
- Management of all sites
- Reduced costs

## IMPLEMENTATION

ibs **PRICING** was the solution that came to Match supermarket's rescue. A close and efficient collaboration allowed the two parties to define and implement the solution in the time allocated.

In only one week, ibs **PRICING** was installed and put to work, and a sustained assistance allowed users to carry out their tasks. In the same length of time, from headquarters in the northern region, prices in all supermarkets were controlled, reviewed, and applied.

Thanks to the application's flexibility, installation and distribution constraints were reduced to a minimum:

- Few installation prerequisites: Application is portable and may be installed on various platforms
- The first utilization of the selected version was postponed in order to manage the whole set of sites and to keep to the limits of the predefined budget

## GLOBAL ASSESSMENT

### Image and profitability

- New objectives were rapidly achieved thanks to ibs **PRICING**
- Data consolidation provided an accurate and comprehensive view of banner's price image and profitability
- Repositioning costs were easily analyzed

### Follow-up on competition

- With its strategy gravitating more around the price axis, Match was now maintaining a follow-up on competition
- Price simulations were tuned in to variations of competitive environment

### Reduction of price gaps

- Adopted prices are in keeping with market prices

### Global improvement of banner's profitability

- Price monitoring and price positioning cost analysis enabled better management of profitability
- Communications campaigns generated new flows of customers

#### NORTH AMERICA

1 East 33rd Street, 9th Floor  
New York, NY 10016  
United States  
Tel +1 212 684 4248  
contactus@ibs-softsolutions.com  
[www.ibs-softsolutions.com](http://www.ibs-softsolutions.com)

#### CONTINENTAL EUROPE

2, Allée Lavoisier  
59650 Villeneuve d'Ascq  
France  
Tel: + 33 320 414 190  
contactus@ibs-softsolutions.com  
[www.ibs-softsolutions.com](http://www.ibs-softsolutions.com)

#### NORTHERN EUROPE

29 Harley Street  
London W1G 9QR  
United Kingdom  
Tel: +44 207 612 4716  
contactus@ibs-softsolutions.com  
[www.ibs-softsolutions.com](http://www.ibs-softsolutions.com)