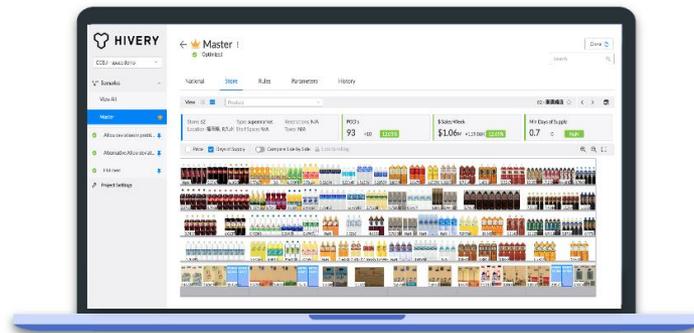# HIVERY Japan
Introduce a space-aware assortment optimisation solution in Japan's retail industry

Purpose of the Project

To introduce an AI powered space-aware assortment and planogram optimisation solution to Japan's retail industry. In Japan, chronic labor shortages due to the declining birthrate and aging population have become a major issue, and an increasing number of companies are working to improve and streamline operations using digital technology. In this project, we introduced HIVERY Curate, which has a proven track record globally in the field of assortment and planogram optimisation in the retail industry. Our solution is unique in that no other solution in Japan can solve for both assortment and space optimisation simultaneously.

HIVERY Curate

Details of demonstration

Through this program which was scheduled between late June 2023 through to January 2024, we introduced HIVERY Curate to Japanese supermarkets and convenience stores, as well as CPG manufacturers to help improve their business performance and operational efficiency. HIVERY Curate's AI algorithms combine machine learning and operations research to simultaneously optimizes the assortment and planogram for each individual store. It uses a bottom-up approach based on actual sales data, rather than the traditional top-down process using demographic data, which enables the discovery of the true demand relationships between stores and products. This helps to discover latent customer purchasing patterns, new assortments recommendations and a superior method for simulating and producing optimal planograms for each individual store. As a result of detailed engagements with various customers through this program, we received very positive feedback and confirmation that our solution and approach to the problem has the potential to make large contributions to the Japanese retail landscape.

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Project outcome

The results obtained through this program are summarized below.

- It was confirmed that HIVERY Curate contributes to solving problems for business improvement and efficiency in the field of product assortment and planogram allocation in the Japanese retail industry.
- We were able to have detailed discussions with retailers and CPG manufacturers in Japan regarding actual implementation considerations for introducing HIVERY Curate.
- We were able to obtain valuable knowledge and technical information that will be valuable when during actual implementation at retail companies and CPG manufacturers in Japan.
- We gained connections with retailers and manufacturers for future business development.
- The foundation has been laid for partnerships and collaboration with technology partners for future technological development and go to market strategies for HIVERY Curate.
- This was an important first step towards HIVERY Curate's future expansion into the Japanese market, as well as the rest of Asia.

Challenges and Solutions

During the period of this program, we found out that each customer was already in the process of developing their own systems or introducing new ones, and we faced difficulties in coordinating the timing of the engagements. Functionality wise, HIVERY Curate did not complete but rather complimented their solutions, which paves the way for future collaboration. We therefore intend to continue engagement discussions into the next financial year with the knowledge and connections gained through this program.

Future plans

Based on the knowledge gained through this program and the connections with Japanese companies, we will continue to hold discussions to work towards a PoC and full-scale implementation with each of these Japanese companies. We will also continue expanding on the functionality of HIVERY Curate with the support of technology partners to make it even more relevant and beneficial for the Japanese market.