

# **"How Catman can help in practice to maximize results in a complex environment."**

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# Catman is strategically area, but Brazilian retail still explores little of the benefits ans process

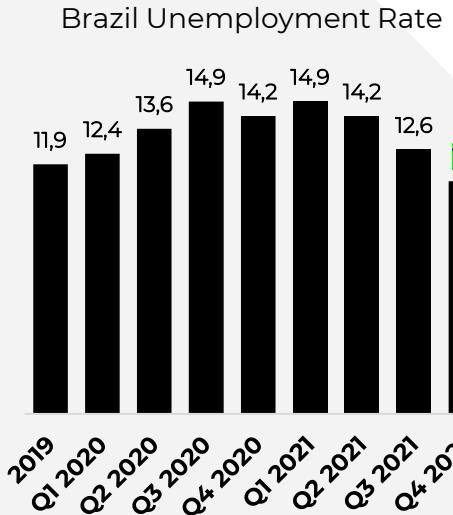
In a scenario with:

- relevant inflationary fluctuations;
- unstable public policy;
- high unemployment rates;
- discouragement with no prospect of replacement...

the challenge of supplying the food pantry, becomes even harder.

# Even with the improvement in unemployment, Brazilian consumers have a tighter pocket, shaking their confidence

## EVOLUTION OF UNEMPLOYMENT



Northeast: **16,4%**

## TIGHTER POCKET

How do you describe your supermarket spend vs 6 months ago

- 81%** - Spend more
- 6%** - Spend less
- 6%** - Changed the purchased items

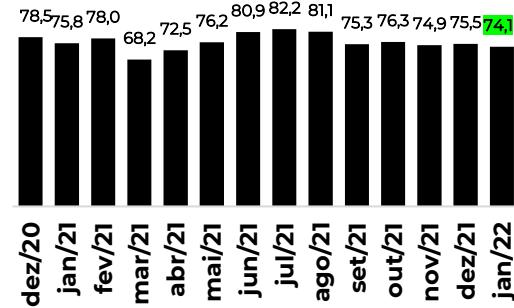
## RATIONALIZATION OF CONSUMPTION

What are you doing to manage your expenses?



## SMALLER TRUST

Consumer Confidence Index



**For us, Catman aims to provide a standardized and intelligent shopping experience, delivering a universe of solutions to the shopper.**



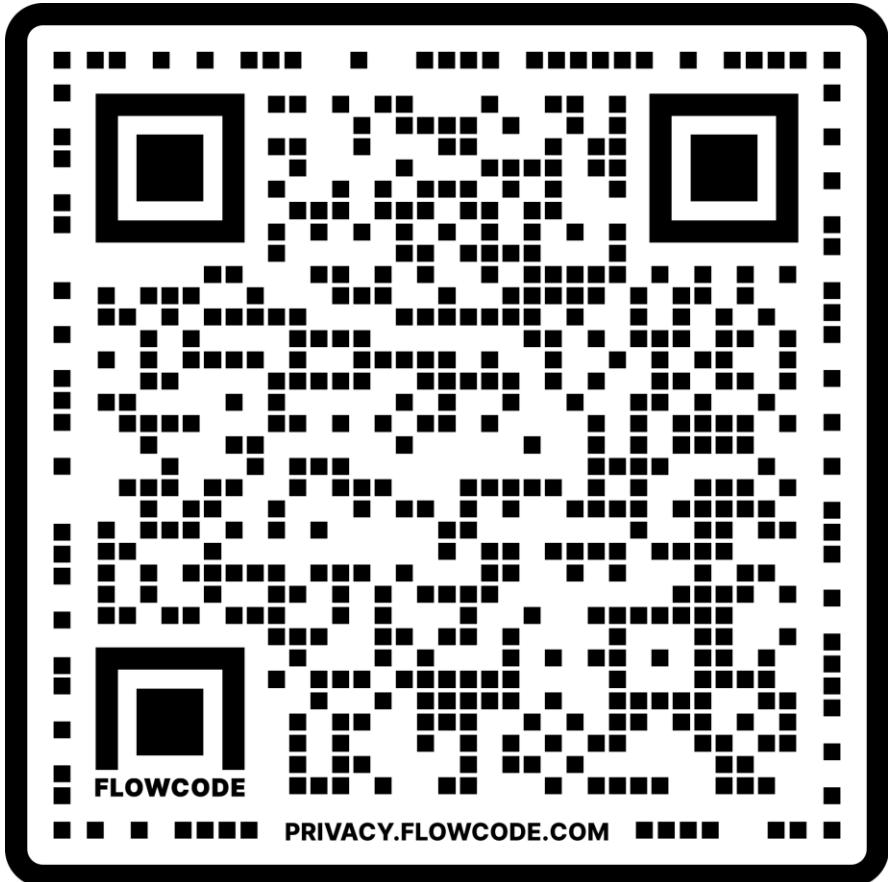
# Additionally, POS shopper differentiation and education can still drive results



**Thank you.**

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