



## Intelligent Retail Platform

**CINEMARK™**

One of the world's most influential theatrical exhibition companies, based in the US

### Case study

Winter 2023

#### Cinemark F&B team

##### What was your main motivation to look for a space & category management system?

- To have a tool to help enhance revenue through planogram optimization
- To help increase the efficiency of updating planograms
- To have a platform where stores can readily access necessary information

##### Why did you choose Quant?

- Cost
- Planogram Compliance Tools
- Planogram Optimization Tools
- Easy to read and use store portal

- Customer since 2022
- 507 locations; 315 U.S. and 192 throughout South and Central America
- 200–300 core products



## When did you start using Quant?

Cinemark officially started working with Quant in October 2022 to enhance planogram management capabilities.

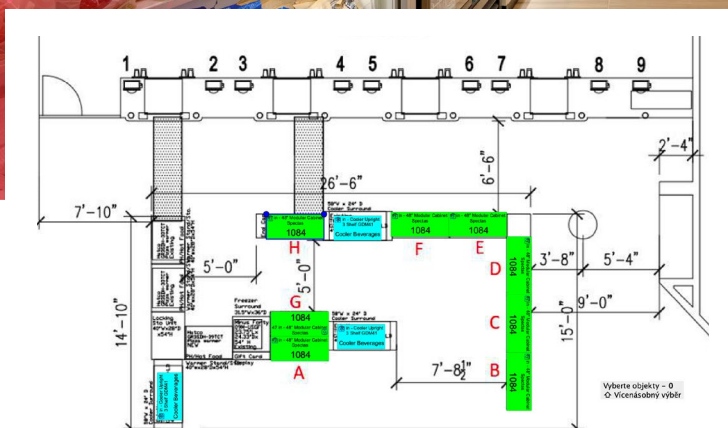
## Do you remember your expectations from that time?

Cinemark expected an intuitive platform that would facilitate smooth operations, advanced planogram compliance and tools to help generate effective planograms.

## What were the worst obstacles? How did you succeed in overcoming them?

One of Cinemark's obstacles was identifying the best application for category variants and project hierarchies within the software, and working with the Quant team helped us eliminate confusion in this area.

Additionally, we were able to improve implementation speed by focusing on the most important planogram categories, easily applying them to a wide variety of layouts in order to reduce confusion and increase overall line of sight among our varied floor plans.





## How was the implementation of the system and what were the first benefits?

Given Quant's seamless integration, implementation was a smooth process, and the theater teams immediately recognized the greater productivity gains it provides. The operations team continues to utilize Quant to increase understanding and execution of planograms throughout the circuit.

Quant has brought Cinemark increased speed in creating, updating and measuring planograms, as well as ease of utilization.

## Have you managed to integrate Quant with other systems like ERP and automate the data flow?

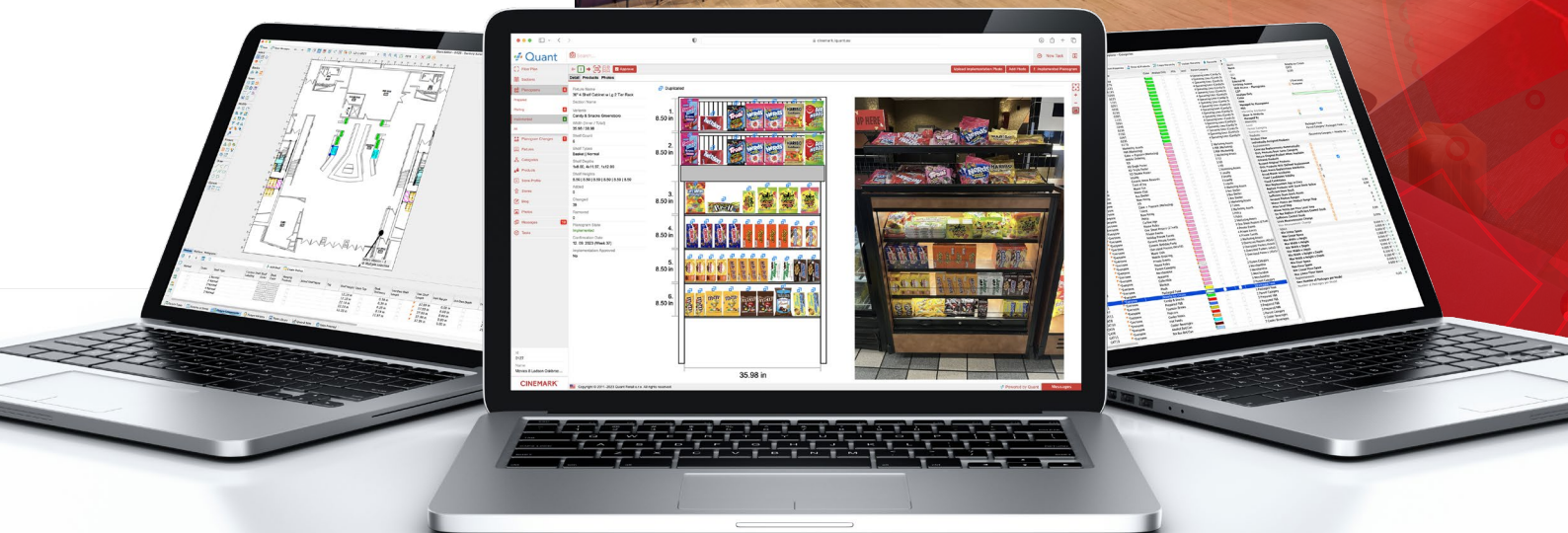
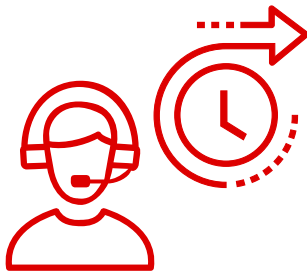
The Cinemark IT team is working to integrate amongst other systems for greater overall efficiency.

## How would you rate the quality of the support?

Cinemark is pleased with the consistent support and communication received from Quant, particularly given the differing time zones of the two companies.



"Quant has brought Cinemark increased speed in creating, updating and measuring planograms, as well as ease of utilization."





## What are the main results of the project so far and what are your future plans and targets in area of space planning and category management?

- Quant has been very beneficial in helping to maintain consistent planogram execution across Cinemark's over 300 domestic theaters, enhancing the concession and merchandise experience for guests.
- The program has already been implemented to the largest planogrammed categories, bottled beverages and candy/snacks, and will be applied to the remainder of categories over the next several months.
- Cinemark's team will also be utilizing Quant to strategize and execute initiatives related to theater queue lines.

## Would you recommend Quant to other retailers?

Cinemark has been satisfied from the results seen since implementing the program and would recommend Quant to other retailers for planogram management.

"Quant has been very beneficial in helping to maintain consistent planogram execution across Cinemark's over 300 domestic theaters, enhancing the concession and merchandise experience for guests."

## Interested in a presentation?

We would be happy to give you a personal presentation of Quant with the full scope of features which might be interesting for your company.

[www.quantretail.com](http://www.quantretail.com)

For further information please contact:

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