LTEA Advisory

STORE REALITY CHECK · LTEA ADVISORY

How much of your result is stuck between HQ and the store?

Book a 30-minute call

Not just a diagnosis: we measure the gap store by store, turn it into money, build the action plan and execute the gains with your team, with results in the first 30 days. For any retail format.

THE LTEA 3×3 METHOD

Built and proven over 30+ years inside retail

3 perspectives — HQ believes · the store says · LTEA sees →

$ the gap in money — ranked by Pareto: where, how much, why →

3 priorities — where the money is, with owner and target →

3 quick wins — start in the stores, with almost no investment →

30 day plan — gain running and measured again

VALUE AT STAKE PER YEAR

$31.3M

tangible losses, using the numbers HQ reports

Network sales	$630.0M
Product shrink (theft, damage, expiry)	$13.2M
Markdowns to clear stock	$7.6M

What HQ reports, already in money



Technology only where it pays back: month-by-month ROI

Real platform screens, sample data

DIAGNOSIS → ACTION PLAN → EXECUTION, IN 30 DAYS

WEEK 1	WEEK 2	WEEK 3	WEEK 4	DAY 30
HQ questionnaire	Every store checks	LTEA in the field	3×3 plan delivered	Gain running

THE ORDER OF THE GAIN

1. **Use what you already have** — Technology you paid for but stores do not use every day
2. **Fix the process** — Routines, owners and rules, at low cost
3. **New technology by ROI** — Only on what is left, and only if it pays back

18 POINTS, 3 LENSES, EVERY STORE THE SAME WAY

- KPIs reported vs measured
- Price accuracy
- Backroom stock
- Checkout & lines
- Time to fix
- Equipment downtime
- Technology in use
- Online & omnichannel
- Promotions & planogram
- Returns
- Paper vs floor routine
- Shrink by cause
- Inventory accuracy
- Availability
- Fresh & expiry
- Exception owner
- Turnover & training
- Customer signals



WHY LTEA

Claudio B. Landsberg

Founder, LTEA Advisory · Orlando, FL

He has lived both sides of the table: selling technology and making it work in the store. In 1994 he founded Universe, Brazil's first retail technology company.

30+	53	35%+	Enterprise & mid-market	14	Top 100
years helping retail	documented cases	average gain across cases	grocery, fashion, convenience	countries with teams and clients	RTIH Retail Tech Influencers 2026

INVESTMENT

Project base — once per project	US$5,000
+ **Per store** — price per store drops with chain size	from US$300
+ **LTEA visits** — 5–10% of stores (min. 1) · 1 to 2 days per store	US$2,500 per day
+ **Travel** — from Orlando, FL	at cost

Your total = base + stores + visits + travel

US$1.7T a year lost by retailers worldwide to out-of-stocks and overstocks (IHL Group, 2025) · **57%** of operational shrink is preventable (NGA via The Shelby Report, 2024)

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Vendor-agnostic diagnosis · Client work under NDA