

# Mobility Plaza®

## OXXO Internacional enhances retail operations

**Mexican c-store operator has partnered with RELEX Solutions to upgrade forecasting and replenishment operations.**



OXXO LATAM, the largest convenience store chain in the Latin American region, announced they will implement new supply chain and planning solutions to enhance their retail operations across the region.

The retailer has selected RELEX Solutions to improve efficiency and align with their digitalization strategy while optimizing forecast accuracy and operational effectiveness. Previously, OXXO's supply chain management relied on manual processes.

"This is crucial for enhancing product availability and optimizing inventory levels, especially as we focus on international growth," said Angel Torres, Supply Chain Regional Manager at OXXO LATAM.

Owned by FEMSA, OXXO is a chain of small-format stores and other related retail formats that

operates across the Latin American region.

In addition, it also operates in Proximity Europe, which includes Valora, the company's European retail unit operating convenience stores and food services.