

NEWSLETTER

IOCA GROUP

GROWTH WITHOUT CONTROL:

The hidden issue eroding profitability.

SAMSUNG GALAXY S26 X PANZERGLASS: OFFICIAL LAUNCH

Thanks to FASTFIT IN-A-BOX, installation is fast and flawless in seconds.

JLAB JOINS GHANA ON THEIR ROAD TO THE 2026 WORLD CUP

Accompanying the “Black Stars” after their qualification.



THE REAL GROWTH BEGINS WHERE COMFORT ENDS



I've seen companies—and I include myself—expand across channels, SKUs, and inventory, while profitability deteriorates. Because growth without alignment is simply scaling disorder. The problem isn't how much you have, but how well you're synchronized with real demand.

Today I understand that retail isn't about having more, but about having better: making data-driven decisions, integrating operations, and managing the business as a system.



SOUND-TEST



JLAB



SU



SEE MORE

CONTACT US

OMNICHANNEL WITHOUT CONTROL: THE HIDDEN RISK BEHIND GROWTH

Omnichannel retail promises higher sales, but in practice many companies are discovering the opposite: more channels also mean more complexity. Without a solid structure, overstocks, stockouts, and disconnected decisions begin to emerge—directly impacting profitability.

The problem isn't being present across multiple channels, but managing them as isolated systems.

The real question isn't where you sell, but whether you truly have control.

Discover why growth without integration may be costing you more than you realize

SEE MORE

CONTACT US



INVENTORY: THE ASSET THAT MAY BE DRAINING YOUR PROFITABILITY

In retail, having inventory doesn't always mean having control. In fact, a large share of capital is often tied up in slow-moving products, while key items suffer from stockouts and lost sales.

This imbalance affects not only operations, but also cash flow.

The issue isn't how much inventory you have, but how well it's distributed.

Learn how to identify invisible money leaks—and why precision matters more than volume today.

SEE MORE

CONTACT US



FROM INTUITION TO DATA: THE NEW RETAIL STANDARD

Demand no longer behaves the way it used to.

Factors such as seasonality, trends, and shifts in consumer behavior have made predicting sales based on intuition increasingly risky.

Today, the most competitive retailers are adopting data-driven models to anticipate demand and reduce errors.

The difference is no longer about selling more, but about predicting better.

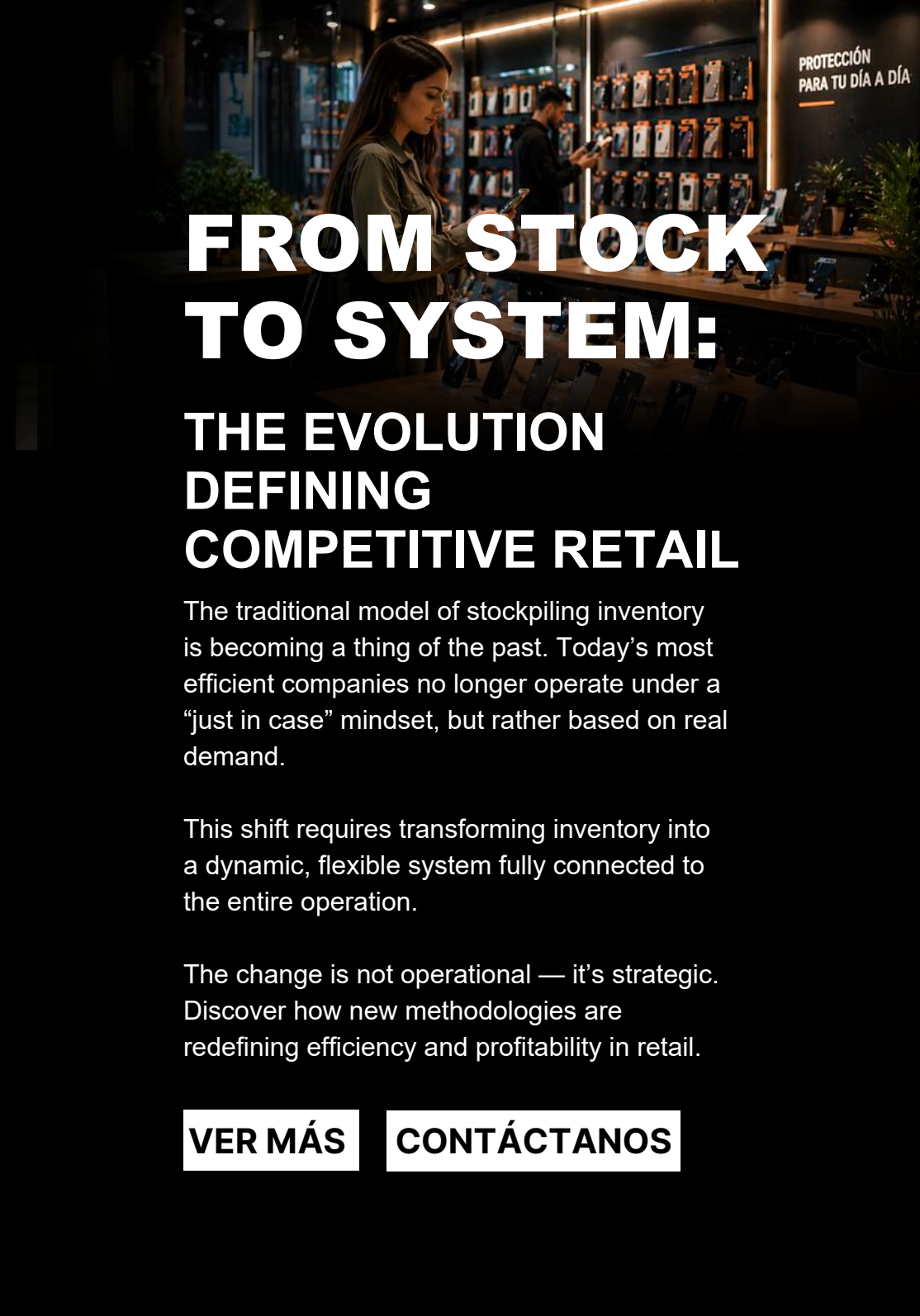
Discover how analytics is transforming decision-making in retail.

SEE MORE

CONTACT US



video



FROM STOCK TO SYSTEM: THE EVOLUTION DEFINING COMPETITIVE RETAIL

The traditional model of stockpiling inventory is becoming a thing of the past. Today's most efficient companies no longer operate under a "just in case" mindset, but rather based on real demand.

This shift requires transforming inventory into a dynamic, flexible system fully connected to the entire operation.

The change is not operational — it's strategic. Discover how new methodologies are redefining efficiency and profitability in retail.

VER MÁS

CONTÁCTANOS

TRADITIONAL MODEL PUSH

Based on accumulation

Production, storage, and push to the channel.

The result: excess inventory, stockouts, high costs, and dissatisfied customers.



SUPPLIER

Production based on forecasts



FULL WAREHOUSE

Inventory accumulation



OVERSTOCKED STORE

Excess in some products



CUSTOMER WAITS

Stockouts and poor experience

⚠️ Excess inventory | ⚠️ High costs | ⚠️ Capital tied up | ⚠️ Lost sales

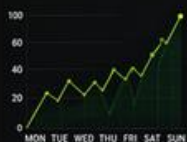
SMART MODEL

PULL

Based on real demand

Active demand drives operations.
Inventory adapts in real time,
optimizing availability, costs,
and cash flow.

REAL-TIME DEMAND



INVENTORY LEVEL



SUGGESTED REPLENISHMENT



PanzerGlass

PROTECCIÓN FOR WHAT MOVES YOU

KEY STRATEGIES



Continuous review (s,Q)
Responds at minimum levels,
reducing excess.



Dynamic buffer (DDIMRP)
Adjusts availability based on
demand variations.



Supplier collaboration (VMI)
Optimizes the entire
supply chain.



CUSTOMER DEMAND
Customer data powers
the system



SMART SYSTEM
Analyzes and adjusts
in real time



AUTOMATIC REPLENISHMENT
Only what's needed,
when it's needed



EFFICIENT INVENTORY
Optimal availability,
lower costs

✓ Optimal availability | ✓ Lower costs | ✓ Capital freed up | ✓ More satisfied customers

EXPLORE OUR BRANDS

**(LAUNCHES,
REVIEWS)**

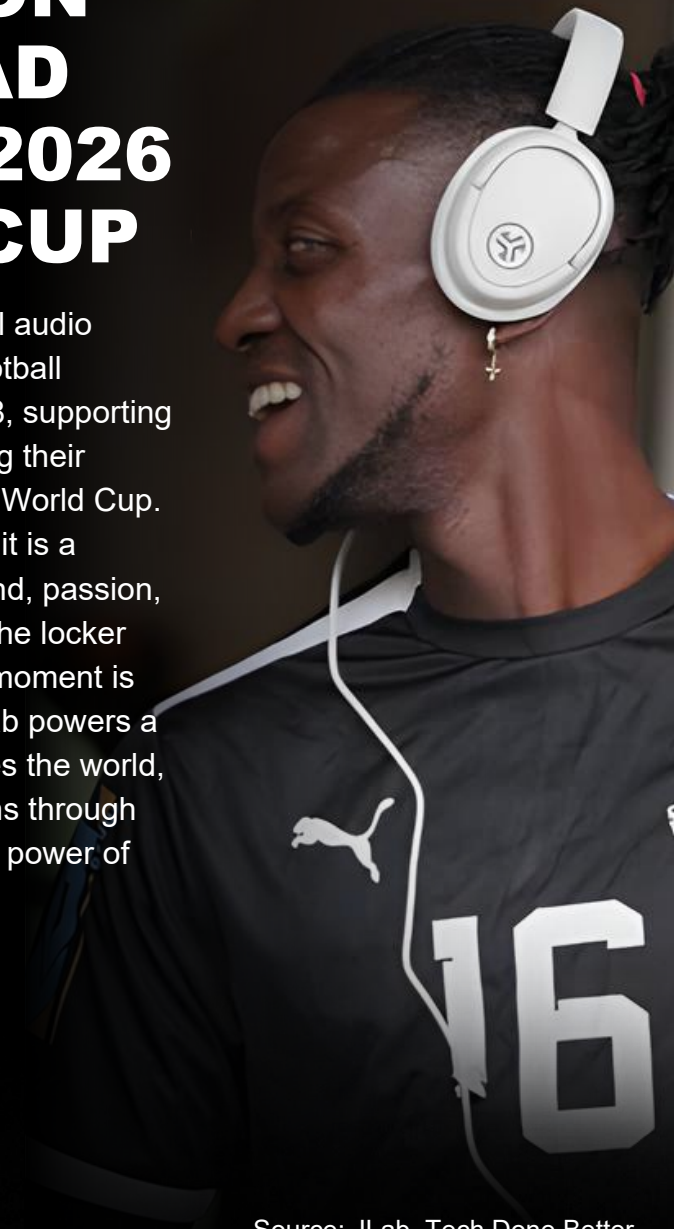
JLAB JOINS GHANA ON THE ROAD TO THE 2026 WORLD CUP

JLab becomes the official audio partner of the Ghana Football Association through 2028, supporting the “Black Stars” following their qualification for the 2026 World Cup. More than a partnership, it is a connection between sound, passion, and performance. From the locker room to the pitch, every moment is experienced and felt. JLab powers a national team that inspires the world, connecting millions of fans through the emotion, energy, and power of the game.

[SEE MORE](#)

[CONTACT US](#)

Source: JLab, Tech Done Better
(LinkedIn, 2026)





Source: JLab, Tech Done Better
(LinkedIn, 2026)

A woman with long braids, wearing a red jumpsuit, is shown from the waist up, holding a large Samsung Galaxy S26 smartphone. She is looking at the phone with a focused expression. The background is a high-angle view of a city skyline, likely New York City, with many skyscrapers visible. A helicopter is also visible in the upper right corner of the frame. The overall scene is dynamic and action-oriented.

SAMSUNG GALAXY S26 AND PANZERGLASS: PROTECT WHAT MATTERS FROM DAY ONE

The new Samsung Galaxy S26 has arrived, setting a new standard in innovation. And when technology evolves, protecting it becomes essential. With **PanzerGlass®**, every screen stays safe from drops, scratches, and everyday wear—without compromising touch sensitivity or clarity. Thanks to **FASTFIT IN-A-BOX**, installation is quick and flawless in seconds. Because a device like this isn't just meant to be used... it's meant to be protected from the very start.

VER MÁS

CONTÁCTANOS

MP4



PLACE YOUR PHONE



PULL ↓ THE TAB

FASTFIT IN-A-BOX
FLAWLESS INSTALLATION EVERY TIME



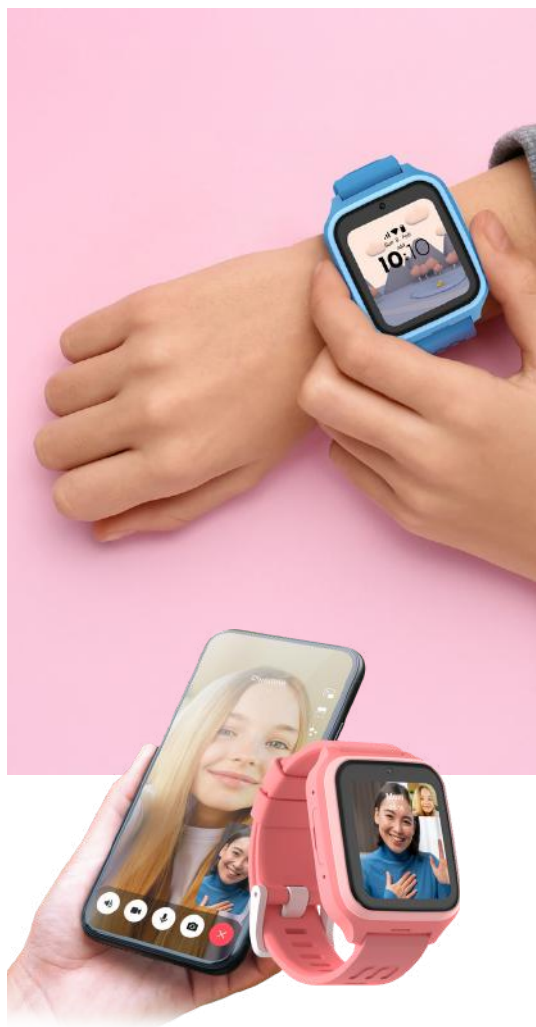
MYFIRST: THE TECHNOLOGY PARENTS ARE ACTUALLY WILLING TO BUY

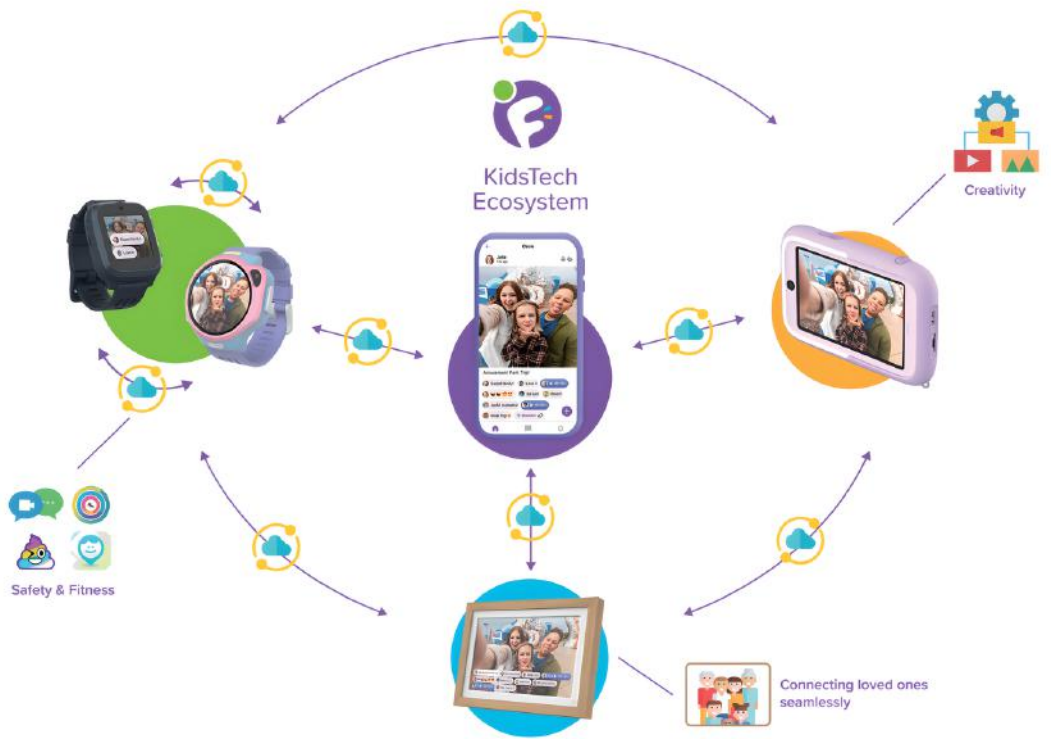
Kids Tech is no longer an impulse category—it's a conscious decision. With **myFirst**, parents find what they truly need: security, control, and peace of mind from day one.

Devices that connect without overexposing, protect without limiting, and deliver real everyday value. A clear, easy-to-sell proposition with strong retail rotation. Because today, it's not about selling technology—it's about offering solutions parents trust and choose.

[SEE MORE](#)

[CONTACT US](#)





video

VALUE AS A STRATEGY:

WHY JLAB IS CAPTURING VOLUME IN ANC

MP4

JLab is gaining ground in ANC because it understood a key shift: consumers no longer buy brands—they make smart decisions. Models like JBuds Lux ANC, JBuds Pods ANC, and Go Pop ANC bring premium features—noise cancellation, spatial audio, and long battery life—to price points that make purchasing easier.

While Sony and Apple compete on aspiration, JLab competes on perceived value.

The signal is clear: the new luxury isn't paying more—it's buying smarter.

VER MÁS

CONTÁCTANOS



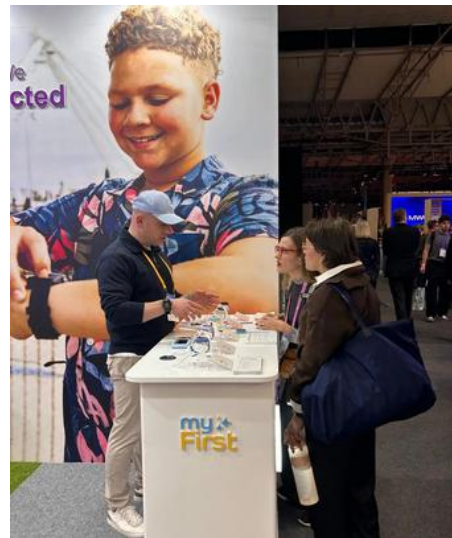
MWC BARCELONA 2026: MYFIRST'S ECOSYSTEM TRANSFORMING FAMILY IOT

At MWC Barcelona 2026, myFirst confirmed that it doesn't compete with a single device, but with a complete ecosystem. Its wearables, myFirst Circle, audio solutions, and connected home approach reflect a clear vision of kids' technology for the IQ Era: connectivity, safety, and parental control in one unified experience.

For telcos, this represents a real opportunity in family IoT, value-added services, and purpose-driven differentiation.

[SEE MORE](#)

[CONTACT US](#)





NEXT EDITION

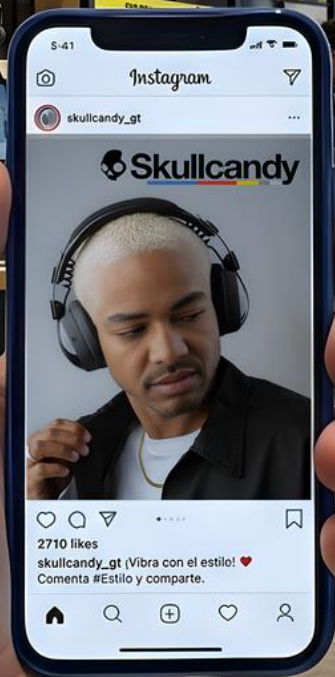
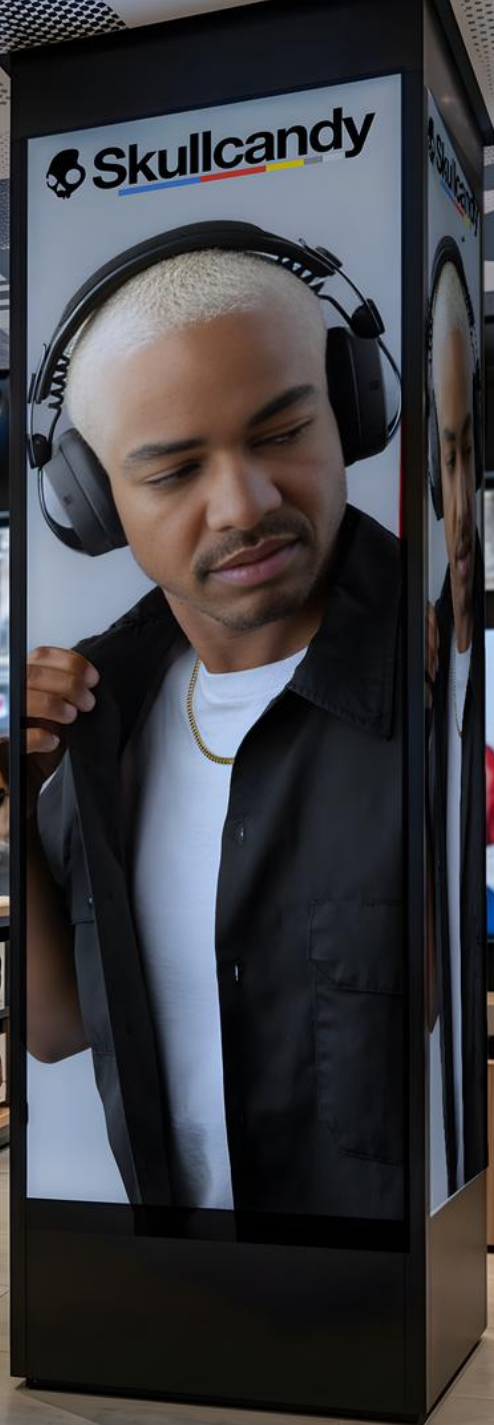
THE FUTURE OF RETAIL

IS BUILT ON INTELLIGENCE

Retail is evolving, and so is the way we grow. Today, the advantage lies in understanding better, making data-driven decisions, and operating with control. The companies leading the way are not those doing more, but those doing it better. This is just the beginning. In our next edition, we'll continue exploring key trends and strategies to help you evolve in an increasingly competitive landscape.

See you in the next issue.

CONTACT US



LOCAL COMMITMENT & SUPPORT



CUSTOMER SUPPORT: FAST SOLUTIONS

At IOCA Group, we know your time is valuable. That's why we provide fast, reliable, and always-accessible customer support to assist you whenever you need it.

CONTACT US

WARRANTY & SUPPORT

If any issue arises with our products, our support team will work to resolve it within a maximum of **48 hours**.

CLICK HERE

SOCIAL RESPONSIBILITY: COMMITMENT TO THE FUTURE

At IOCA Group, we believe in the power of small changes to create a positive impact. That's why we support social and environmental initiatives that contribute to building a more sustainable future.

SEE MORE





CONTACT US

SALES



Daniel Herrera
Business Director
dherrera@iocagroup.com
Global WhatsApp:
+17867417191
Panamá



Stefano Petricca
Director of New Business
Development
spetricca@iocagroup.com
Global WhatsApp:
+17867417191
Miami



Daleyvis Colina
Costumer Success
dcolina@iocagroup.com
Global WhatsApp:
+17867417191
Venezuela



Leny Zambrano
Business Support
lzambrano@iocagroup.com
Global WhatsApp:
+17867417191
Venezuela



Miguel Díaz
Costumer Success
cs02@iocagroup.com
Global WhatsApp:
+17867417191
Venezuela



Julio Loaiza
Business Consultant
jloaiza@iocagroup.com
Global WhatsApp:
+17867417191
Costa Rica



María Pérez
Strategy Consultant
mrperez@iocagroup.com
Global WhatsApp:
+17867417191
Rep. Dominicana



Rafael Camaran
Customer Success
cs04@iocagroup.com
Global WhatsApp:
+17867417191
Venezuela



Joel Calderón
Business Consultant
jcalderon@iocagroup.com
Global WhatsApp:
+17867417191
El Salvador



Aquiles Rojas
Customer Success - Developer
dn01@iocagroup.com
Global WhatsApp:
+17867417191
Venezuela

CUSTOMER SERVICE



Antonella Chiera
Customer Experience
atc@iocagroup.com
Global WhatsApp:
+17867417191
Rep. Dominicana

AFTER-SALES SUPPORT



Zoraya Paschalides
Technical Service
and Warranty
warranties@iocagroup.com
Global WhatsApp:
+17867417191
España

ADMINISTRATION



Deyci Sayago
Finance Director
administracion@iocagroup.com
Global WhatsApp:
+17867417191
Venezuela

LOGISTICS



Ana Luisa Alcalá
Regional Logistics Manager
logistica@iocagroup.com
Global WhatsApp:
+17867417191
Venezuela



Yosselyn Mendoza
Credit and Collections Coordinator
administracion@iocagroup.com
Global WhatsApp:
+17867417191
Venezuela



Ricardo Petrillo
Supply & Commercial
Support Coordinator
comp01@iocagroup.com
Global WhatsApp:
+17867417191
Venezuela

IOCA
group



www.iocagroup.com