

USE CASE – multichannel predictive supply chain – retail sector

Customer: leading media and fashion network

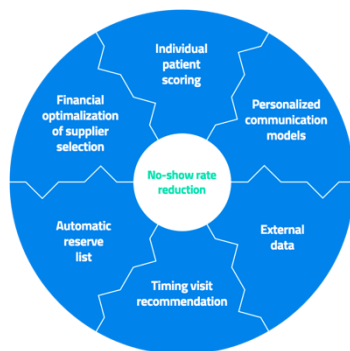
Challenge:

A leading media and fashion retailer was looking to expand its multichannel sales through the segmentation of its brand. Most of its sales were coming through offline shops but the company had a significant online presence.

With the mobile revolution which is sweeping through retail our task was to support the expansion of the network to meet the KIs that 50% of the company's business would come from online and of that 50% would be driven by loyalty programming and the other 50% through new categories, using the company's established brand presence to leverage sales.

A key consideration for the proposed solution, would be the identification of ways to support the profitable expansion of online trade, through the company's proprietary platform and a novel marketplace solution

Solution:



- Detailed analysis of offline and online sales data to understand purchase rotation and frequency
- Price, margin and stockholding modelling across the supply network to define a JIT, dropship sales and distribution model
- Definition of a multi-fascia approach to e commerce based around brand and pricing
- Dynamic and surge pricing model with the development of an automated supply chain solution which supported the most efficient supply chain/sales solution

Impact:

- Successful launch of 3 new high performance online sales platforms – similar categories – significant price-point variance
- Significant improvement in working capital through 'pay on sale' e commerce business model with automated supply chain
- 30% reduction in stockholding and 20% savings in inventory through introduction of multichannel drop-ship model

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