

INCREFF
Incredible Efficiency

Pepe Jeans

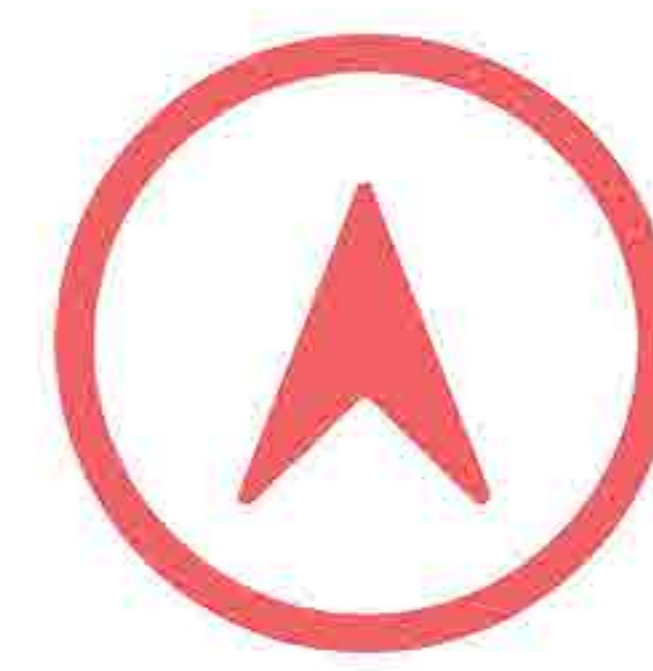
CASE STUDY:

Saved 3+ days of resource time & maximized stock utilization by 85-90% with Increff Merchandising solution

One of the iconic British denim wear brands **Pepe Jeans**, with over 900+ stores in India, including large format stores (LFS) & retail stores, marketplaces & its own website, was not able to optimize the replenishment due to the manual replenishment process.

The brand was looking for an easy-to-implement & quick-to-deployable solution that automates replenishment and allocation of stock to ensure the right inventory is placed at the right store, in time to meet local demand and boost sales.





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Objective



Replenish both new season & old season merchandise



Right assortment mix at the right location



Maintain inventory health in each store



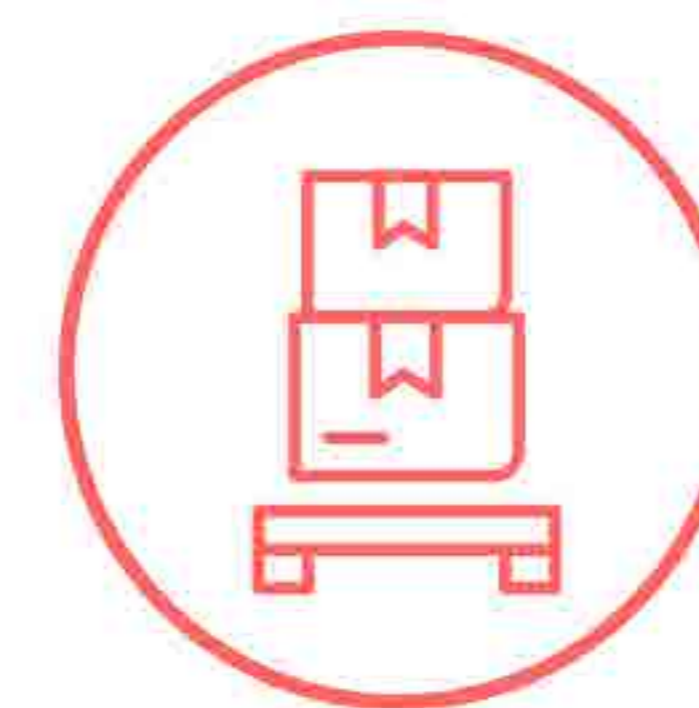
Maximize the utilization of stocks and reduce lead time

Solution

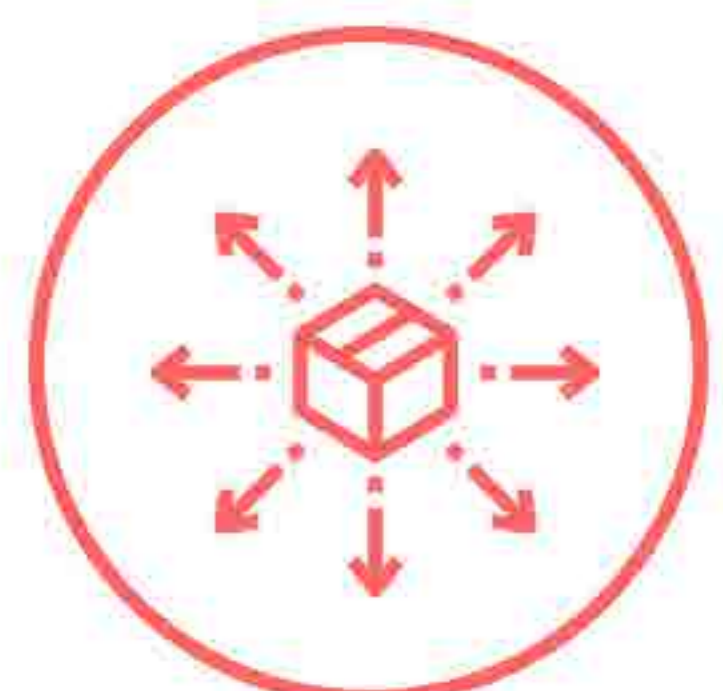
Increff Merchandising Solution, allocation & replenishment module, to boost store sales by:



Utilizing maximum stock in the Distribution center and optimizing store capacity



Enhancing store productivity by analyzing local demands with data-driven decision-making.



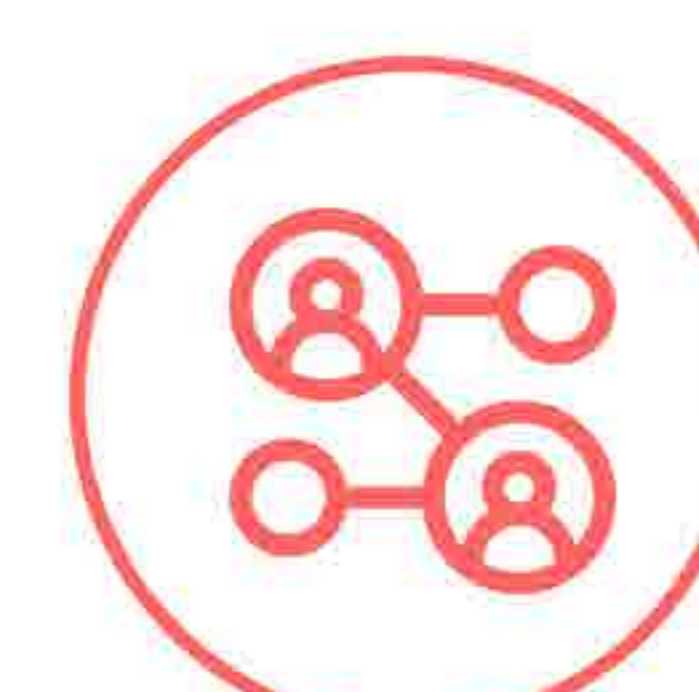
Improving distribution by taking into consideration ROS of every style in every store, as well as planogram fill rate



Upgrading store inventory health by replenishing & replacing styles on time.



Identifying the nearest replacement styles in case of unavailability of existing styles in stores.



Streamlining operations through easy to **navigate and user-friendly interface**. Upload data at once and generate simplified, actionable reports within a few minutes.

Business Impact

Extremely accurate replenishment mix, especially for the option-size mix in each category

88k+ units for stores &

75-80k units for marketplace were utilized accounting for approx.

6% of total buy quantity for LFS & retail stores.

Reduced at least 3 days of lead time with automated replenishment

Faster refilling of styles - styles could be replenished **every 15 days**

85-90% stock utilization in Pepe distribution center

About Increff

Increff enables automation for resilient retailing by helping retail and e-commerce brands to adapt to ever-changing customer demands and expectations through best-in-class merchandising planning, allocation, and warehousing solutions.