



THE PERFECT MATCH With Increff

*How Increff's
Merchandising Software
streamlined inventory
and ensured
continued growth*

ABOUT INCREFF

Increff is a retail SaaS company solving complex inventory management and supply chain challenges. Over **700+** global retail brands believe in our end-to-end merchandising and omnichannel inventory management solutions. We empower retailers to enable automated decision-making, bring accuracy to processes, drive sustainable retailing, and achieve incredible efficiency.

MERCHANDISING SOFTWARE MODULES



Merchandise Financial Planning



Planning and Buying



Allocation and Replenishment



Regional Utilization



Markdown Optimization



Business Intelligence



OVERVIEW

A rapidly expanding fine jewellery brand, specializing in silver, gold, and lab-grown diamonds, swiftly grew to over 100 physical stores, alongside their digital presence. This explosive growth, including international expansion, created complex merchandising challenges. As they ventured into gold and lab-grown diamonds, optimizing inventory became critical. To streamline operations and support further growth, they partnered with Increff for advanced merchandising solution

CHALLENGES



Overstocking in Stores:

Excess inventory tied up storage space, hindering the ability to introduce new, in-demand collections

Event-based Allocations:

Inaccurate inventory management during peak sales periods like Valentine's Day and festive occasions proved difficult, leading to stockouts or excess inventory, impacting customer satisfaction



Inefficient Assortment:

The inability to consistently place best-selling items in high-performing stores resulted in missed sales opportunities and uneven product availability





INCREFF'S SOLUTION:

SMART ASSORTMENT PLAN AND ALLOCATION



Optimised Inventory Levels

Increff's smart Allocation algorithms facilitate dynamic replenishments and inventory rebalancing based on True ROS and in turn help maintain the right fill rate across stores



Pro-Active Event-Based Planning

Increff's data driven store assortment plan utilizes like-to-like analysis of past similar events and enables accurate demand suggestion and inventory management during peak sales periods



Smart Assortment Plan

The software identifies top-selling styles at each store and ensures the right products are delivered at the right time, ensuring high-performing stores consistently receive best-selling items

IMPACTS DELIVERED WITH INCREFF'S MERCHANDISING SOFTWARE

Parameters	Pre Increff	Post Increff	Impact
Total Sales Qty	112,869	142,599	Sales quantity increased by 26.34%
Total Revenue	\$2.29 M	\$3.09 M	34.5% revenue boost
Revenue/Store	\$39,800	\$47,250	18.7% revenue per store growth

Analysis done based on periods from 10/04/24-10/06/24 to 20/06/24-20/08/24



CONCLUSION:

Faced with the complexities of a diverse product line, the brand's strategic partnership with Increff proved pivotal. Increff's Merchandising Software helped the brand overcome immediate challenges via advanced inventory management and smart assortment planning solutions.

This success story underscores Increff's innovative approach and its capacity to adapt its technology that fuels growth within the dynamic jewellery retail sector

Other Solutions



Warehouse Management System **(WMS)**



Order Management System **(OMS)**



Ship from Store **(SFS)**



Serial Code **(InSC)**

Our Clientele

Increff's solutions are trusted by some of the world's leading brands. Our ability to handle large-scale implementations and complex retail environments makes us a preferred partner for global retail giants.



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