

### **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

## CASE STUDY

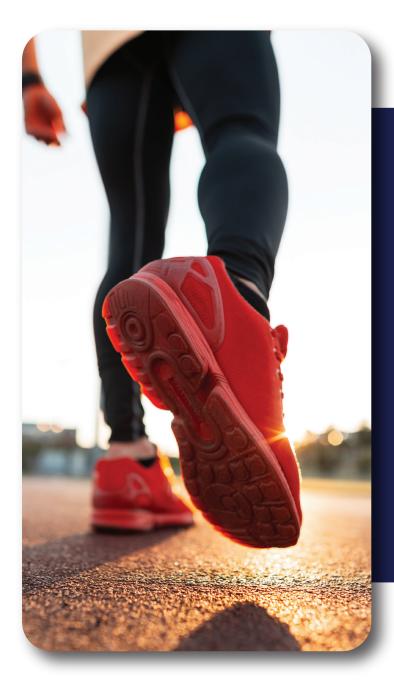


#### **OVERVIEW**

A global leader in sportswear faced a unique challenge in optimizing inventory distribution across its factory outlet stores. Unlike traditional retail environments where products are typically displayed by style, a brand's factory outlets showcase items by size.

This presented a significant hurdle for effective inventory allocation and planogram management.

#### **CHALLENGES**



#### Mismatched Inventory:

Stores often received incorrect sizes, leading to frustrating stockouts and missed sales opportunities

#### **Inefficient Planograms:**

Planograms, designed for style-level displays, failed to maximize the visibility

#### **Demand Disconnect:**

A misalignmentbetween allocated sizes and actual customer demand resulted in inventory imbalances and lost revenue



### **INCREFF'S SOLUTION:**

## THE SIZE-DISPLAY MODEL



## Granular Size-Level Allocation

The model enabled precise allocation of inventory based on individual sizes within a style, ensuring the right sizes reached the right stores.



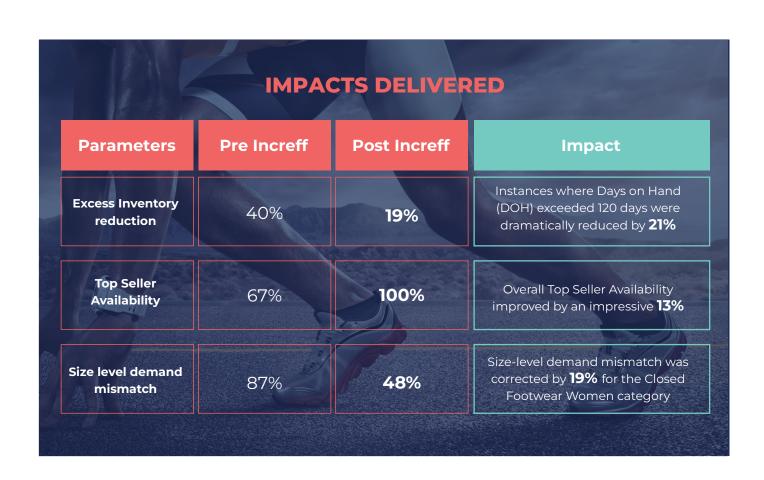
# Optimized Planogram Splitting

Planograms were intelligently split at the size level, maximizing the prominence of top-selling sizes and driving increased revenue per day.



# Demand-Driven Allocation

By accurately capturing size-level demand, the model ensured a closer match between allocated inventory and customer preferences.



## CASE STUDY



### **CONCLUSION:**

#### A Tailored Solution for Enhanced Performance

Increff's Size-Wise Display model provided the brand with a customized solution that addressed the unique challenges of size-level inventory distribution. By optimizing allocation, planogram utilization, and demand forecasting, Increff empowered the brand to achieve substantial improvements in key performance indicators.

This case study exemplifies Increff's commitment to innovation and its ability to create tailored solutions that drive success for diverse retail clients.

#### **Other Solutions**









#### **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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