



## INVENTORY POWERPLAY

Unveiling the  
Success Behind  
India's Luxury Watch  
Retailer's Sales Boost



### CLIENT

Luxury Watch Retailer



### INDUSTRY

Fashion Retail



### SOLUTION

Increff Merchandising  
Software

India's largest premium Luxury Watch Retailer, established in 1923, swiftly ascended to iconic status and has been revered for its enduring designs, meticulous craftsmanship, and precision engineering. Boasting a coveted assortment of 40+ international and Indian brands, this retailer offers a lavish, sleek, stylish collection. A treasure trove of superior Swiss, analogue, digital, and smartwatches from esteemed names like Armani Exchange, Fossil, Michael Kors, Seiko, and more. With a network of 195+ stores across India and an expansive range of designer watches, the retailer continues to redefine the realm of timekeeping luxury.

**17% increase in MRP sales**

**24% increase in Revenue per day**

**17% decrease in gap in Ideal assortment mix across stores**

**30% improvement in Top seller availability**

## BUSINESS CHALLENGE

Operating numerous stores across diverse regions nationwide, the retailer deals in high-value items such as luxury watches. Even a single lost sale translates to a significant revenue loss. Additional hurdles included stock optimization, new style suggestions, improving top seller availability, and ensuring product variety. The focus was on elevating sales and inventory management by leveraging data-driven insights from historical sales data and inventory records.

# INCREFF'S APPROACH

## THE OBJECTIVE

The retailer partnered with increff to boost its operational management capabilities, which encompass:

**Sales loss reduction** - Replenishing stocked-out styles basis true rate of sales (trueros) to prevent sales loss

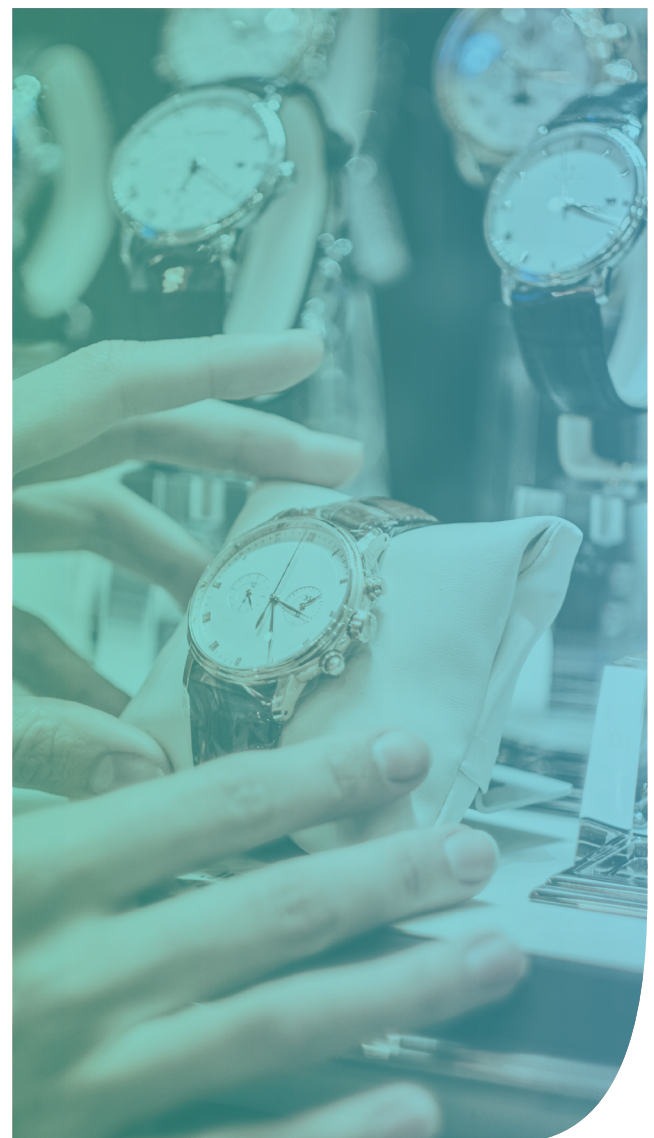
**New styles suggestion**- Replacing similar styles within the same attribute groups to enhance the variety

**Improving top seller availability**- Identify the top store-style combinations and improve their availability

**Maintaining variety**- Maintaining the right variety of styles in each store to increase customer delight

**Optimizing inventory levels across stores**- Movement of stock from overstocked stores to understocked stores to enhance sales and boost the availability of healthy styles

Furthermore, efficient inventory control reduces costs from overstocking, stockouts, and dead stock, boosting profitability and overall financial performance.



## THE SOLUTION AND BENEFITS

The retailer opted for Increff's intelligent algorithm-driven end-to-end Merchandising Software, which provides a comprehensive suite of modules for managing inventory, planning, allocation, inter-store transfer and more.

## 01 INCREFF'S DATA-BACKED INVENTORY OPTIMIZATION:

Using Increff Merchandising Software, the retailer consolidated all its data in a single repository, making it easier to analyze and make data-driven decisions. Increff identified styles that performed well but were not live for 50% of the full-price sale duration. Replenishing these styles averted sales loss and resulted in an overall rise in revenue-per-day.

### Benefits:

- Data-driven automated decision-making
- Reduced sales opportunity loss
- A calculated potential gain of INR 1.6 Crores in MRP value was identified within 3 months

## 02 FIXING THE IDEAL ASSORTMENT GAP:

The retailer received assistance from Increff Merchandising Software in their seasonal planning process. The software provided forecasted sales quantity at an Attribute group + MRP Bucket level for every store for each month, allowing for more detailed data analysis. It detected initial Ideal stock gaps and forecasted based on the revenue mix from the past 90 days. This level of granularity is crucial for retailers in making informed decisions.

### Benefits:

- Improved sales forecasting accuracy
- Reduced planning time
- Increased inventory turn

## 03 STYLE REPLACEMENTS:

An Attribute Group emulates the decision matrix of a customer. Styles do not repeat season-on-season. Attribute groups help leverage intelligence over seasons and make decisions not based on the style but on the attributes associated with the style. Increff offers dynamic roll-up and roll-down up to 17 attribute levels to the point that a meaningful demand pattern is visible. With Increff's smart algorithm, short sales periods (3 to 5 days) were analyzed, prompting the replacement of existing styles with tweaked attribute variations for improved sales.

### Benefits:

- Optimal inventory levels based on attribute performance
- Maintaining variety in the same attribute group



# 04

## IDENTIFICATION OF TOP SELLER BASED ON TRUE RATE OF SALE:

Styles generating high revenue at a minimal discount are categorized as top sellers. Using Increff's advanced algorithm, the software delineates top, average, and bottom sellers through true demand analysis, considering actual live days and revenue. This process also pinpointed vital styles like Core and Never Out of Stock (NOOS). Category-wise revenue-per-day benchmarks drove segmentation. This process substantially increased the availability of top sellers, directly elevating sales, all while significantly reducing required man-hours.

### Benefits:

- Accurate identification of better-performing styles
- Reduced man-hours

### THE RESULT

By adopting Increff's Merchandising Software, the luxury retailer harnessed its potential, reaping significant benefits from the successful implementation, such as



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increase in Top sellers



**OTHER VALUE ADDS**

- **Handling New Styles and Stores-** New SKUs get allocated intelligently by attribute group performance. The software creates the assortment for new stores using existing stores' DNA.
- **Decrease in manual workload-** Complete process automation includes automatic updates of new SKUs through integration and automated calculation of range plans before each replenishment cycle. Manual exclusions are also integrated, avoiding edits after output preparation.
- **Store-style ranking for accurate allocation-** Unique ranking for each Store-style combination in the entire universe, enhancing sales opportunity.
- **Stock Optimization-** The stock buffer/cover calculation relies on True ROS instead of sales velocity, providing a more accurate insight into re-order timing and quantities.



The unfolding success story of the retailer with Increff's Merchandising Software is just the beginning. We demonstrated potential impacts in a brief 3-month POC that indicate more substantial long-term business transformations. The journey involves exploring inter-store transfers with warehouse replenishment, optimizing replenishment strategies with assortment mix, and bolstering business intelligence through advanced dashboards. Integrating new brands, streamlining manual processes, enhancing user-friendliness, and ongoing training are the pathways to sustained growth and heightened efficiency.

**ABOUT INCREFF**

Increff is a retail SaaS company solving complex inventory management & supply chain challenges. Over **200+** 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.



CHANEL

styli

MANGO

TOMMY HILFINGER

Papa Jeans  
LONDON



GAP

celio\*

**AND MANY MORE**