

**INCREFF**

Incredible Efficiency

SUCCESS STORY



Increff's
**Merchandising
Software** Drives
26% Daily Sales
Growth for
**Second-Largest
Indian Footwear
Brand**

For more than five decades, this brand has remained a stalwart in the footwear industry, earning its position as India's second-largest player.

Embracing a global approach, the brand boasts an extensive distribution network. It comprises 150 distributors, 400 exclusive showrooms, and over 6,000 multi-brand outlets. Operating in over 25 countries, including prominent fashion destinations such as France, Italy, and Germany, the brand caters to fashion-forward and discerning customers.

The brand's unwavering commitment to delivering trendy and high-quality footwear has led to its continuous success, captivating the style-conscious market with its innovative designs and unwavering focus on customer satisfaction.



Industry
FOOTWEAR



Solution
**MERCHANDISING
SOFTWARE**

www.increff.com

BUSINESS CHALLENGE



High inventory



Suboptimal
inter store
transfer and
allocation



Optimal
assortment
mix



Irregular
replenishments



Low health
of styles



Flat
discounting
model

The brand encountered several significant business challenges that impacted its operational efficiency and overall performance. First and foremost, the brand faced the issue of high inventory levels, which posed financial risks and hindered working capital efficiency.

Additionally, suboptimal inter-store transfers and stock allocation led to disparities in product availability across various retail outlets, contributing to missed sales opportunities and excess inventory in some locations.

Another challenge the brand grappled with was right assortment mix, where subjective decision-making prevailed over smart data-driven insights, potentially leading to inaccurate purchasing decisions and inventory imbalances. Moreover, irregular and top stores focused replenishments resulted in inconsistent stock availability, causing stockouts or overstocking, negatively impacting customer satisfaction and revenue.

Furthermore, the low health of styles, characterized by slow-moving or obsolete products, led to inventory stagnation and reduced profitability. Lastly, the practice of flat discounting throughout the company's retail operations hindered the optimization of promotions and markdowns, potentially affecting profit margins and brand perception.

In their quest to overcome these challenges, the brand sought a comprehensive and strategic solution. They needed to enhance inventory management, streamline inter-store logistics, adopt data-driven buying strategies, optimize replenishment processes, and improve product assortment health. Moreover, the brand actively pursued an all-encompassing approach to address these critical areas.

INCREFF'S APPROACH

The brand partnered with Increff, leveraging their smart end-to-end Merchandising Software. This collaboration was designed to unlock the full potential of data utilization through the application of algorithm-driven merchandising software. The primary objectives were to streamline operations, enhance efficiency, refine data analysis, and implement automation for critical modules. to:

- Optimize Inter-store Transfers (IST)
- Control replenishment
- Identify right AGs (Assortment Groups)
- Implement dynamic discounting
- Achieve higher health of style with lower stock levels
- Optimize new collection and freshness in the stores with reduced investment



IMPACTS

Through the strategic integration of Increff merchandising software in key phases, such as buying, allocation, replenishment, and discounting, the brand underwent a significant transformation. This strategic move led to an impressive surge in operational efficiency, greatly diminishing the brand's reliance on manual processes. Consequently, task management became more streamlined, and there was a remarkable reduction in the turnaround time for these operations. The positive outcomes included:

INTER STORE TRANSFER

- **~4** Crores saved on new inventory purchases from the warehouse while transferring **8** Crores worth of stock.
- **26%** increase in average daily sales quality following Inter Store Transfers.
- **8%** growth in Return on Sales (ROS).
- **58%** of total stock was shifted from low ROS (Return on Sales) stores to high ROS stores as per store style rankings.

REPLENISHMENT:

- Reduced inventory by **8%** using true ROS data and appropriate replenishment strategies.
- Improved the health of core article styles by **30%**, moving from **50%** to **80%**.
 (Note: Health of Style refers to marking a style as healthy when pivotal sizes are available.)



DYNAMIC MARKDOWN:

- 10.46%** increase in sales with **1%** boost in profit margins by implementing Increff's discount recommendations, with a total value of **17.5** Crore and a quantity of **1.38** Lakhs.
- Successfully improved revenue by suggesting a reduced discount percentage as an alternative to the traditional discount approach.

The brand's Discount %	Increff Suggested Discount %
20%	10%
30%	20%
50%	40%

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.



AND MANY MORE