

IMPROVING INVENTORY HEALTH BY 10% WHILE BOOSTING SALES PERFORMANCE WITH INTER-STORE TRANSFERS

How a leading sportswear and lifestyle brand efficiently improved inventory health and ROS with algorithm-based inter-store transfers

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



A BRIEF ABOUT THE COMPANY

A sportswear and lifestyle brand with over **1900+** stores worldwide was seeing steady revenue growth year on year. However, their Indian EBO stores (Concept Stores) and factory outlets were seeing slower sell-throughs post sales season. And to add to it, the brand saw scope for inventory health optimization. Naturally, the brand was in the market for a solution to resolve both the sales and inventory health issues.

HITTING AMBITIOUS GOALS: Maximizing post-EOSS ROS

Typically, a brand's unsold inventory returns to warehouses as dead stock, increasing holding costs. The sportswear and lifestyle brand faced a similar predicament post their EOSS sales. Naturally, their biggest goal was to manage their inventory efficiently and profitably post EOSS. Here's what that entailed.



Increase **ROS** post peak sales season at every selling channel



Boost stores and factory outlet inventory health



Clear shelves and warehouses for new stock

KEY CHALLENGES IDENTIFIED

After a deep dive into the brand's operations, Increff noticed that the brand sold its inventory through two major channels—EBO stores and factory outlets. This meant that instead of a simple inter-store transfer (IST) software, the brand would need a hybrid solution that enabled both size level based IST and size set-based ISTs to manage their inventory effectively.

Such software could enable:

1. Right stock movement to high ROS locations

Need for stock movement from:

- Low ROS EBO stores → high ROS EBO stores
- Low ROS EBO stores → high ROS factory outlets
- Low ROS factory outlets → High ROS factory outlets

2. Better inventory health

- Smart predictive algorithms for stock movement suggestions



SOLUTIONING FOR PROFITABLE IN-SEASON TRADING WITH INCREFF'S INTER-STORE TRANSFER SOFTWARE

Merchandising Software Modules

Increff suggested the brand deploy its automated Inter-store Transfer solution across the brand's stores, factory outlets and warehouses to redistribute unsold inventory across store locations profitably. The exercise would enable quicker movement of excess inventory from any low ROS to any high ROS store, while considering logistical costs.

Seeing the potential to earn more sales from smartly distributing previous dead stock, the brand implemented Increff's IST solution. As a result, they saw a quantifiable improvement in inventory health and sales rates in just 1 month. Here are the features of Increff's Inter-store Transfer solution that enabled it.

- **Low ROS to High ROS stock movement suggestion:** Based on store input, historical data, and True ROS, for best pieces, quantity, and stock movement suggestions
- **Flexible stock movement customization:** To move inventory on a size-style level or size-set basis from anywhere
- **Customizable inwarding, outwarding, and pullback percentages:** To enable store managers to maintain optimal stock levels on shelves while reducing inventory brokenness



Not only did Increff provide the technology to enable **more profitable stock movements quickly**, but also **detailed, contextual reports** for managers across the chain. Key things that made it happen:

- A. Providing liquidation cleanup reports for planners
- B. Giving the best seller details to store managers



SUCCESSFULLY ACHIEVING A 15% INCREASE IN ROS AND A 10% IMPROVEMENT IN INVENTORY HEALTH AT FACTORY OUTLETS

Effects of Increff IST software on the brand's Factory Outlet-Factory Outlet IST

Parameters	Pre Increff	Post Increff	Impact
ROS	161	185	15% increase in ROS
Health performance at factory outlets	29%	38%	8% improvement in store inventory health
Sales value performance	9,872,224	10,291,657	4% growth in sales revenue

Effects of Increff IST software on the brand's EBO store-Factory Outlet IST

Parameters	Pre Increff	Post Increff	Impact
ROS	24	73	207% increase in ROS
Health performance at EBO stores	46%	51%	6% improvement in CS store inventory health
Health performance at the factory outlet	30%	40%	10% increase in factory outlet inventory health
Sales value performance	3,755,124	4,931,546	31% growth in sales revenue

With Increff, the brand increased ROS post peak sales season, minimized inventory brokenness, and cleared shelf and storage space for new season articles.



KEY TAKEAWAY

'Increff' helped us with better and faster inter-store transfers for campaign and key articles. With Increff, items reached the store faster and with better size viability."

Assistant Manager Retail Ops

Our collaboration with the sportswear and lifestyle brand is a testament to how advanced, data-backed, ship-from-store automations can eliminate post peak season sales losses while boosting inventory health and clearing shelf space. Looking for a solution for a similar problem, but not sure if Increff's ship-from-store solution makes the cut?

Talk to us.

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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