



INCREFF

Incredible Efficiency

CASE STUDY



Transforming Retail Operations with **Increff's** Merchandising Solutions

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

Dubai Holding Group (DHG), a well-known retail conglomerate with operations across the Middle East, is especially active in the markets of Bahrain, Oman, and the United Arab Emirates. The group manages a number of retail brands, including the well-known Women's Secret brand, and operates through a huge network of stores in various locations, from upscale malls to regional shopping centers.



IMPACTS DELIVERED

Parameters	Pre Increff (2024)	Post Increff (2025)	Impacts
Revenue	AED 18.56 Mn	AED 20.84 Mn	Increase of AED 2.29 Mn
Sales Qty	174,617	204,014	Sales Qty improved by 16.8%
Sales Mix (%)	91.40%	94.30%	Shift of 2.9%, improving product freshness ratio
Sell Through (%)	49.20%	50.90%	Improved by 1.6%



CHALLENGES FACED BY DHG

Manual Replenishment Processes

The team actively sought to move beyond manual decisions and implement new systems; they aimed to improve their ability to respond to market demands and optimize inventory distribution across their store network

Inter-Store Transfer Inefficiencies

The group required an automated system for efficient inventory redistribution between their UAE and Oman operations, leading to suboptimal stock levels across locations.

Master Data Management Bottlenecks

DHG required automation for style master and EAN master data management, as manual processes were creating operational bottlenecks and potential for errors.

Limited Analytical Capabilities

The group needed comprehensive analytics and Root Cause Analysis (RCA) capabilities for replenishment decisions to understand and resolve inventory distribution issues effectively.

Seasonal Planning Complexity

Managing complex seasonal cycles across their diverse store network required sophisticated planning tools.





INCREFF'S SOLUTION

Increff implemented an intelligent replenishment system that automated inventory decisions based on real-time demand patterns, sales velocity, and store performance metrics.

Inter-Store Transfer (IST) Optimization

- Deployed automated IST systems for both UAE and Oman operations
- Enabled intelligent movement of inventory from underperforming to high-potential locations ensuring optimal stock availability
- Created region-specific transfer workflows and reporting mechanisms

Master Data Automation

- Automated style master and EAN master data management processes
- Reduced manual effort and improved accuracy across operations

Advanced Analytics & Business Intelligence

- Provided comprehensive Root Cause Analysis (RCA) capabilities for replenishment decisions
- Implemented impact analysis tools for data-driven decision making
- Created executive dashboards for Business Head and Director of Finance reporting

Seasonal Planning

- Implemented seasonal planning capabilities and optimized maximum SKU depth requirements for better store layouts
- Created dynamic size set recommendations for each store based on seasonal performance patterns

CONCLUSION

Dubai Holding Group has seen revolutionary results from the use of Increff's merchandising software, which are especially noticeable in the performance of their Women's Secret brand. The all-inclusive solution that addresses inter-store transfers, automated replenishment, and inventory optimization has produced:

- Double-digit growth across all key performance indicators
- Substantial improvement in inventory efficiency with reduced unsold stock
- Enhanced operational efficiency through automation of manual processes
- Superior cash flow management through optimized inventory turnover

The deployment has created a solid basis for DHG's future expansion throughout the Middle East market, enabling the company to manage intricate multi-regional operations while upholding high performance standards. This collaboration is an example of how technology-driven inventory optimization can revolutionize conventional retail operations, allowing brands to attain long-term growth while enhancing customer satisfaction and operational effectiveness.





OTHER SOLUTIONS



Warehouse
Management
System **(WMS)**



Order
Management
System **(OMS)**



Store
Management
System



Increff
Label
Software

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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