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Lingerie Inner wear

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Anamind helped a leading lingerie company implement planning & forecasting process, streamline inventory and increase sales

CASE OVERVIEW

A leading lingerie company engaged in manufacture and sale of a range of lingerie and night wear products. The retail footprint covered over 250 stores of multiple formats spread across the country. Product range consisted of over 1000 SKUs of both fashion and core products.

The company did not have any formal sales forecasting process and predominantly worked on the judgment of sales team's estimation of demand. It was facing issues of stocking, at store level which indicated high stocking levels and imbalances.

Anamind implemented the solution that streamlined supply operations within 8 weeks.

KEY CHALLENGES

Spreadsheet Based Sales Estimations

Manual forecasting process
Delayed time planning timelines
Stock imbalances

Judgment Based Supply

Resource dependent supply requirements for warehouse and store level stocking

No Reporting And Analytics

Lack of systematic collaboration with sales on forecasting. No analytics and reporting process in place

SOLUTION

Statistical Forecasting System

State of Art planning tool
No capex investment. Plug & play
Statistical forecast at store - SKU level

Automated Supply Planning

Automated forecast-based supply calculations at store and warehouse levels

Business Intelligence & Analytics

Dynamic base stock calculations
Trend, market share & promo analysis
Exceptions report to review forecast

KEY BENEFITS

Quick forecasting System deployment within 2 weeks

Advanced forecasting system and BI platform

Insightful analysis and tracking resulting in immediate improved sales by 5% owing to process efficiency

Faster and resource agnostic process leading to quick response times

" We have seen a reduced MAPE. In addition, we have received BI reports and web access for our Sales team for their inputs, thereby getting them involved in the process of Demand Planning as a Bottoms up approach"

Customer Feedback

EASY, POWERFUL & COLLABORATIVE PLANNING SYSTEM



STATISTICAL



MACHINE LEARNING



DATA CLEANING



COLLABORATIVE



NEW PRODUCTS



BUSINESS EVENTS



HIERARCHY BASED



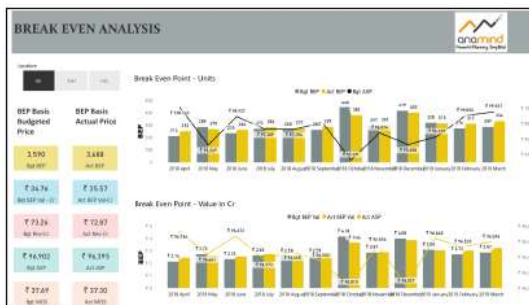
MULTI USER

INSIGHTFUL & ACTIONABLE BUSINESS INTELLIGENCE

FORECAST REPORTS & DASHBOARDS



PERFORMANCE SCORECARDS



INVENTORY REPORTS

SUPPLY PLANNING REPORTS

BUSINESS PLANNING TRAINING



ONLINE



CLASSROOM



OUTSOURCING



CONSULTING

India's Top Demand Planning Solution
Providers – 2021



Best demand forecasting solution provider
– Institute of Supply Chain Management



One Of the Top Six Planning Solutions
Provider



+ About Us

Anamind helps companies build better planning and forecasting capability by offering process consulting, planning systems, business intelligence platform for planning process, training and certification.

We work with companies across multiple sectors and revenue size helping them build or improve upon to adopt a world class planning process.

+ For more information contact

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