



Optimizing Inventory Management for a Leading Fashion Retailer

How Automated Inventory Management Improved Fill Rates and Enhanced Sales Performance



Industry: Fashion Retail

Region: Nationwide (30+ stores)

Business Model: Multi-Brand Retail

Enhancing Operational Efficiency and Sales Performance through Advanced Planning and Analytics

About the Company:

A leading retail company, managing over 30 stores, faced inventory challenges due to rapid growth, relying on manual spreadsheets. This caused stockouts, missed sales, and procurement inefficiencies, impacting overall operational efficiency and customer satisfaction.

Anamind:

Anamind helped the fashion retailer by implementing an automated inventory management system, defining norms to improve fill rates, and integrating BI-based demand sensing reports. This resulted in quick forecasting, improved fill rates, and enhanced analytics capabilities.

Challenge :

- **Judgment-Based Stock Management:** Inventory decisions were based on individual judgment rather than data-driven insights, leading to inaccurate stock planning and inefficient allocation of resources.
- **Poor Fill Rates:** Fill rates at both stores and warehouses were low due to a lack of tracking and analysis mechanisms, resulting in stockouts and missed sales opportunities.
- **No Tracking & Analysis Mechanism:** The absence of a robust system for tracking and analyzing demand and stock levels hindered the company's ability to identify trends, anticipate needs, and make informed decisions.



Anamind's Solution

To address these challenges, a comprehensive solution was implemented, encompassing:

Solutions :

- **Automated Inventory Management:** An advanced planning tool automated inventory management, replacing manual spreadsheets and centralizing inventory control across all stores and warehouses.
- **Defined Norms to Improve Fill Rates:** Clear norms were established to guide inventory decisions and ensure consistent stock levels, leading to a 50% improvement in fill rates within four weeks.
- **BI-Based Demand Sensing Reports:** BI tools provided demand sensing reports, enabling trend analysis, market share assessment, and exception identification.

Outcomes :

- **Quick Forecasting:** Automated system enabled fast forecasting, improving responsiveness to demand changes and optimizing stock levels.
- **Improved Fill Rates:** Automation increased fill rates, boosting sales and enhancing customer satisfaction.
- **Enhanced Analytics:** BI-driven demand sensing reports provided insights, enabling data-driven decisions and better market response.

Testimonial :

It was a pleasure working with the Anamind team. Their expertise and collaborative approach were invaluable. We highly recommend Anamind to other organizations.

Contact Anamind today to learn more about how we can help you achieve your demand planning goals.



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