

Success story

Streamlining Inventory Management and Maximizing Profits with Increff's Inter Store Transfer (IST) Module

Industry

Fashion and Apparel

Solution

Merchandising Software
(Inter Store Transfer Module)

30%

improvement in
sales quantity

A leading European menswear brand was able to consolidate unsold products, minimize losses, and enhance the customer shopping experience. The implementation of Increff's module resulted in significant cost reduction, improved stock health, increased revenue, and paved the way for future scalability.

24%

healthy inventory

Business Challenge

The brand faced a recurring problem after each sale season, where various stores were left with unsold products of different sizes and select styles. This surplus inventory had to be sold at significant discounts, leading to minimal profits.

70%

movement from low
ROS to higher ROS store

Increff's Approach

Objective

The brand aimed to move the slow-moving inventory of a store to other stores where the same was in demand. In this process, also correct for missing sizes for all fast movers running low on inventory.

Additionally, they sought to consolidate and distribute stock in the most efficient manner possible, ensuring a seamless shopping experience for customers while maximizing profits.

Solution

Increff's IST module, a part of the Merchandising Software, played a pivotal role in solving the brand's inventory management problem.

By leveraging IST, the brand could easily transfer items from one store to another, ensuring a balanced stock distribution with the right depth in each SKU based on current demand. It also completed the size sets to cover for any potential loss of sales due to missing sizes. The tool was also able to correct the overall assortment of the store in the process, ensuring the right mix of attributes is maintained on the basis of each store's unique demand.



The solution eliminated the need for manual efforts and empowered the brand to analyze data at a granular level for over 600 stores—making it easier for the brand to run it multiple times within a season at the desired frequency or on a need basis for select or entire merchandise or set of stores. Increff's IST focused on the qualitative aspects of stock management, enabling the brand to make data-driven decisions and optimize their inventory effectively.

The Result

The implementation of Increff's IST module yielded several significant benefits for both the brand and its customers.



35

new potential
NOOS



30%

improvement in
sales quantity



24%

healthy inventory



70%

movement from low
ROS to higher ROS store

Benefits

For the brand

Improvement in stock health: Post IST implementation, the brand witnessed up to 24% increase in healthy stock, thereby minimizing the loss of sales due to unavailability of sizes while ensuring that the right products are available at suitable locations.

Increase in revenue and business growth: Leveraging the IST solution, the brand achieved additional sales by keeping the best performers of each store prioritized and fulfilled, which were average or poor performers in other stores.

Reduction in costs: By efficiently transferring items between stores, the brand saved itself from incurring recurring losses associated with unsold inventory. Better full-price sell-throughs led to better margins and working capital for the brand.

Each store's space was also made more efficient by making space for top sellers and new launches, which was difficult earlier due to piled-up slow movers at the store.

For the brand's customers

Increased availability: Popular styles at the respective stores are now available. Improved size ratio ensures that localized size demands are catered to better, and customers are not turned away due to the unavailability of their sizes in the styles they like. The enhanced shopping experience: The IST module ensures freshness and a broader selection of products, ensuring the right silhouettes, fits, fabric types, colors, etc., which are popular in that area, are prioritized and fulfilled.

About Increff

Increff is a retail SaaS company solving complex inventory management and 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.

