

# One of India’s Premium Saree Manufacturer Reduces the Store Replenishment Decision-Making Time From One Day to 30 min.

One of the leading brands of sarees in India was using MS Excel for analysis and decision-making related to replenishments and replacements. With an increase in the number of new stores and an expanding customer base, the process became time-consuming and led to inaccuracy in decision-making. They were looking for a solution that could automate the replenishment process, making it efficient and error-free.

## Problem Statement:

- With the increase in the number of stores, deciding which styles to replenish across all store locations using MS Excel sheets was not possible and led to a lot of errors.
- Analyzing styles attributes at the granular store-style level and conducting cluster level replenishment decision-making, was getting difficult with the increasing number of stores
- It was taking a lot of time, almost a day or more to ensure the right orders were raised for replenishments



**Solution:** Increff Merchandising Solution for automated replenishment process.



Cluster level replenishments were handled by defining the masters appropriately according to the brand requirement and using width increment



Margin of errors was reduced significantly with data-driven decision-making leading to high accuracy and greater efficiency



The brand was able to analyze up to 7 levels of attributes for deep granular demand analysis and automate replenishments across all stores within minutes



## Business Impacts:



Time taken for making replenishment decision reduced from **one day** to **30-40 min**



The **outputs** are **on point** and the errors are reduced adhering to the past sales.



With Increff Merchandising Solution, as many stores as possible could be analyzed, in negligible time, for decisions regarding replenishments.

Our innovative merchandising, planning, distributing, and reporting solution helps tackle industry-related challenges with a clear, simplified, and detailed execution plan.