

Fiba Retail Group Accelerates Its Demand Forecasting and Inventory Planning Capabilities for GAP and Marks & Spencer



Customer

Brands: GAP, Marks&Spencer
 Number of Stores: 80
 Number of SKUs: 30000
 Website: www.fibagroup.com

Solutions

Demand Forecasting
 Allocation Optimization
 Store & DC Replenishment Optimization
 Transfer Optimization

Key Benefits

- Increased availability
- Reduced lost sales
- Enhanced buying decisions
- Improved inventory planning

“With Invent Analytics, we have accelerated our demand forecasting and inventory optimization capabilities tremendously. Their tailor-fit, AI-powered planning solutions and expertise in the retail industry enabled us to improve availability and reduce lost sales.”

Batur Can
 General Manager, Fiba Retail Turkey

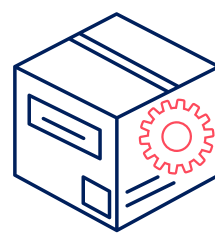
Challenges & Goals



Dealing with unbalanced stock when the demand was too low, causing lost sales



Managing the demand at a size level



Improving inventory planning processes and covering demand in peak periods having a flexible planning system to cover



Setting a predictive inventory planning system and managing the entire product life cycle efficiently

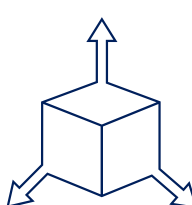
Key Results



Increased Availability

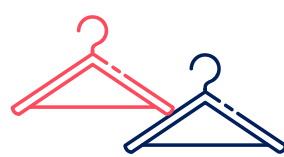


Better Planning



Greater Flexibility

The Impact



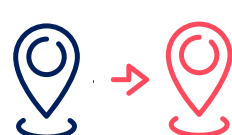
Reduced costs by eliminating risks and unnecessary markdowns with highly accurate forecasts



Huge impact on stock availability in all sales channels with Allocation and Replenishment Optimization



Reduced lost sales and upgraded inventory decisions with a financial optimization-driven and measured process



Increased inventory productivity and sales conversion with increasing sell-through by rebalancing inventory across locations