

A Case Study

Multi-Channel Planning Strategy & Process

Client

A global multi-channel retailer designing and selling classically styled apparel, swimwear and outerwear for women, men and kids, plus a complete line of home products, luggage and seasonal gifts.

Challenge

The retailer was building upon its catalog heritage by investing in retail stores and expanding internationally. Management wanted to define a planning strategy, processes and roadmap that enabled this growth, improved inventory turns, increased merchandise margins and allowed the business to grow with the same resource headcount.

The Parker Avery Group

The Parker Avery Group is a boutique strategy and management consulting firm. We are a leading provider of strategy and business consulting services to retail and consumer goods companies. We work with our clients to help them research and develop strategies, design improved processes and execute change. We specialize in integrating customer insights and multi-channel business models.

www.ParkerAvery.com
 770.882.2205

Parker Avery Solution

The Parker Avery Group helped the client articulate a global multi-channel planning strategy, developed innovative processes and outlined a four year roadmap of programs that enable success. Specific activities included:

- Defined a global, multi-channel planning strategy
- Developed 'to be' multi-channel planning processes
- Developed a roadmap, business case and tactical plan



Through this process, Parker Avery was able to help identify timing, turn, process and margin improvement opportunities.

Results

As a result of the project, the client expects to see a one-time cash benefit of \$86m from improved turns and an on-going cash benefit of \$32m annually. The benefits are ramped up over time.

YEAR	BEST	LIKELY	WORST
20XX	\$10.0m	\$7.0m	\$3.0m
20X+1	\$25.0m	\$18.0m	\$12.0m
20X+2	\$45.0m	\$32.0m	\$25.0m