

A Case Study

Strategy, Process Design, Roadmap and Technology Selection

Client

A \$2b+ specialty apparel retailer with retail, wholesale, direct and international businesses.

Challenge

- Complex multi-channel merchandising, sourcing, planning and inventory business model
- Rapidly expanding international business
- Antiquated processes and systems
- Inefficient planning, pricing, sourcing, buying and inventory management practices; no integrated calendar or process
- Separate retail, direct and internet businesses

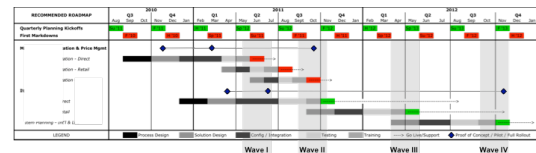
The Parker Avery Group

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.

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The Parker Avery Solution

The Parker Avery Group assisted the executives in defining the strategy, developing processes and outlining a detailed action plan. The scope included evaluating and selecting a suite of technology solutions to enable the strategy.



Parker Avery key activities included,

- Definition of integrated processes – all channels
- Outline roles and responsibilities to support new processes; level 2
- Review of solution landscape and short list of vendors
- Development of technical requirements
- Evaluation and selection of software provider(s)
- Definition of detailed roadmap and action plan
- Development of detailed business case with timing, resources, costs and benefits; benchmarked

The client initiated work on multiple initiatives at the conclusion of the project.

Results

As a result of the project, the client conservatively expects to realize,

- Between 200-600 bps in margin; varies by channel
- .75 improvement in turn
- .5% transition of product from markdown to regular price
- A one time reduction of approximately \$90m in inventory