



French drinks retailer implements new supply chain systems

Nicolas, the French wine retailer with 450 stores in France, England and Belgium, has turned to supply chain technology provider TXT e-solutions, for managing the replenishment of products between its distribution centres and stores.

Given that Nicolas offers a wide range of over 1200 wines and alcoholic brands, selecting the right product to meet the local consumer tastes' means undergoing a strict selection process according to quality and price for each location. For instance, stores in the financial heart of London tend to sell more vintage 'grand cru' champagnes, while others, in regional locations, fair better with more local table wines.

Nicolas is about to go-live with TXTDEMAND business intelligence software in June, giving the retailer greater visibility of local demand and the ability to allocate product ranges in line with more accurate sales forecasts. Automated replenishment also means that shelves and warehouses should be kept fully stocked with the right products, especially during busy promotions and sales periods when revenue can otherwise be lost through under- or over-stocking.

During a later stage, the project will be rolled-out to include procurement plans and increased collaboration between sales, marketing and buying activities in its Paris-based distribution centre, leading to improved service levels both for retail and multi-channel sales.

"TXTDEMAND allows us to provide our customers with the right product at the right time, at the right place and at the right price," said Christian Fouasse, Director of Information Systems at Nicolas. "As a result of using the new technology, we anticipate a reduction in merchandise in our distribution centres, as well as cutting down on the bulky reserve stocks sometimes required by our stores."

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