



TXT for RETAIL

Fashion & Specialty Retail

Solutions for an optimized supply chain

Responding to demand, optimizing in-store space and assuring business profit margins are some of the main challenges faced by retailers. To manage their business successfully, they need to:

- Manage new product launches and guarantee success by holding sound knowledge of the market and customers' trends
- Manage new product introductions, for both permanent and seasonal products (maturity, phase-in, phase-out...)
- Understand market and consumer signals, increasing forecast reliability and reacting to demand, fast
- Develop assortment plans fitted to all shop branches and define precise sales budgets
- Replenish distribution platforms and warehouses accurately

TXT provides you with demand & supply chain management solutions that fully support the demand driven concept.

DEDICATED SOLUTIONS FOR SPECIFIC NEEDS

With expertise in all distribution sectors (textile, watches, toys, cultural products, household appliances, furniture...), TXT is an international leader in dedicated solutions for specialty retail.

Some leading retailers running our solutions include :
CELINE, Chelsea Football Club, Entertainment UK, Geox, Gerry Weber International, Groupe Chantelle, Habitat, Louis Vuitton Malletier, Okaidi, Russell Corporation, VF Europe bvba (Wrangler, Lee)

SEE YOUR COMPANY EXPERIENCE TANGIBLE BENEFITS

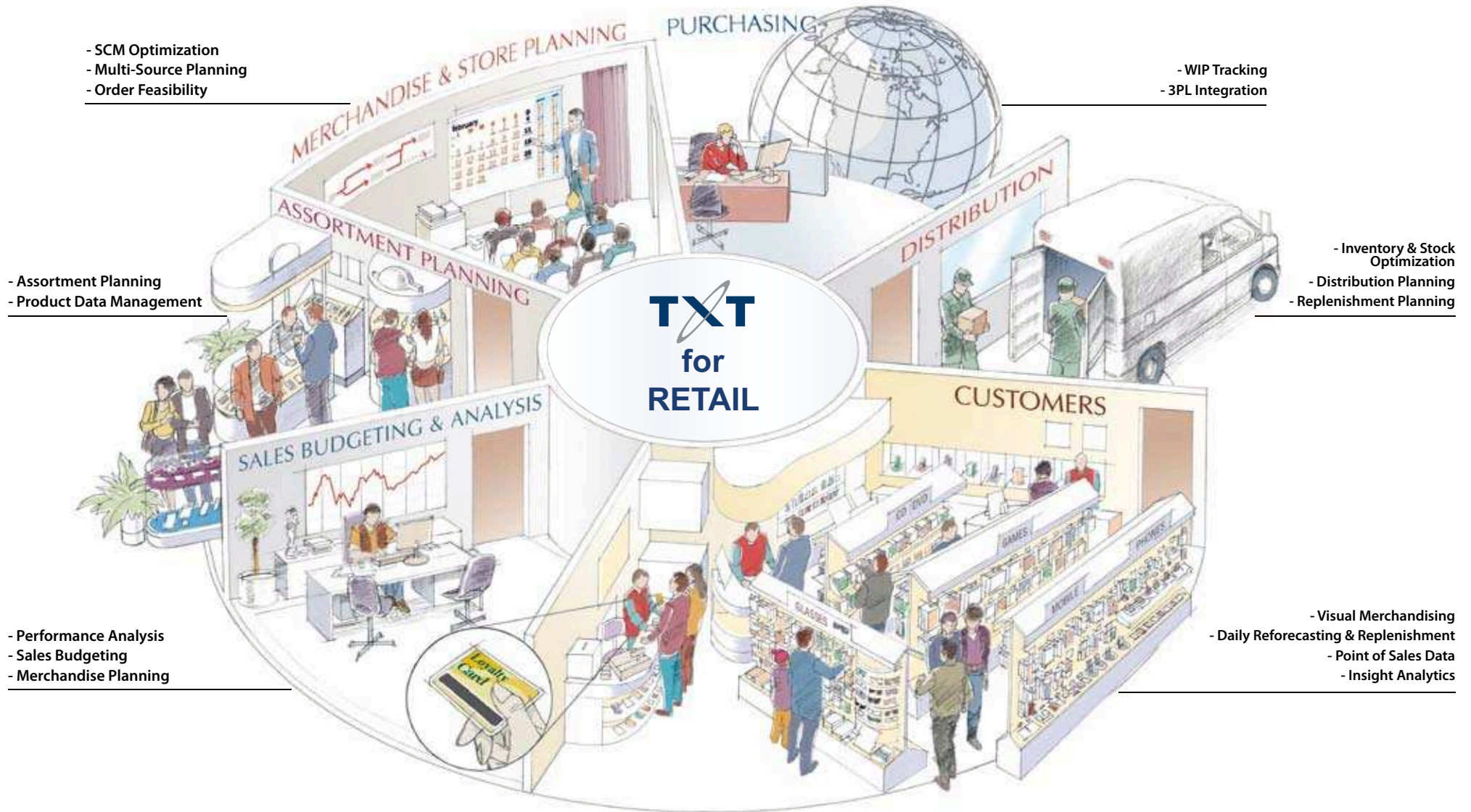
A leading distributor, operating in 80 states, recorded shorter time to market for new collections. Reliable forecasts for the whole product range and precise replenishment orders ensure the capacity to make the right products available, in the right shops, at the right time and in the right quantities.

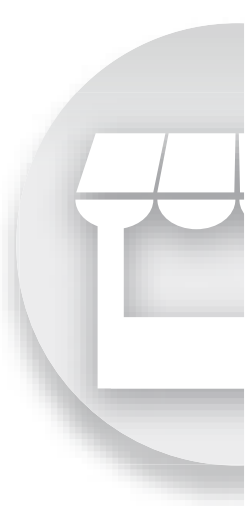
A world distributor has benefited from a double digit increase in sales and retailer-designated floor space within department stores. Thanks to optimized demand and assortment management.

After implementing an adapted replenishment and forecasting solution, a wholesaler of entertainment products reported reductions in inventories of 10%, reductions in returns of 8% and improvements of 3% in generated sales..

A private web-based collaborative portal has ensured optimum balance in sourcing and procurement lead times for a distributor managing nearly 200 suppliers in the Far East, North Africa and Eastern Europe. With increased visibility and tighter control over production execution.

A thriving textile manufacturer benefited from a reduction in stock-outs and stock-overs when managing its collection distribution to a network of hundreds of shops and thousands of wholesalers.





MAIN PROCESSES

DEFINITION OF BUDGET AND PRODUCT OFFERING

Sales and purchase budget: Includes strategic planning, sales, marketing, commercial and purchase budgets. These are collaborative processes, ensuring that each actor shares the same vision of the brand goals. All levers, typical of the distribution sector, can be simulated and planned: These include turnover progression, market share, competition development, markdown, sales and promotions, selling price, service rate, coverage rate, sales rate and turnover rate.

Assortment and floor space planning: Allows for the optimization of product offerings according to shop branch, taking into consideration the marketing goals, performance potential and individuality of shops, (region, target group, format, floor space) in accordance with budget and realized sales. Space allocation for each product group is optimized to maximize profitability per square foot of selling space. The final display of assortments in shops will ultimately define the perception the customer will have of an offer.

Promotion management: Enhances promotion efficiency and profitability.

Performance follow-up: Facilitates the analysis, control and reporting of results in relation to objectives.

UPSTREAM AND DOWNSTREAM FORECAST & PROCUREMENT

Sales forecast: Chooses the most appropriate model for individual product life cycle (introduction, maturity, promotion, end-of-life).

Allocation: Anticipates and calculates the quantity allocated to each shop for new products or displays and promotions. Performance by product type based on sales forecasts, as well as shop floor space and merchandising constraints, are all taken into account.

Upstream procurement: Optimizes the quantity to be ordered from suppliers in order to respond to consumer demand minimizing redundant stock as well as procurement and logistics costs.

Downstream procurement and replenishment: Calculates the ideal stock in relation to logistics constraints and sales forecasts and proposes the quantity to be replenished per shop and article by integrating assortment plan, minimum product display and space constraints on POS.