Increff Merchandising Solution

The smart way of optimizing inventory; assortment planning, buying, and distribution, for modern retailers.

The Need

An accurate retail inventory management demands the perfect balance of merchandise and demand fulfillment across points of sale. Operating on spreadsheets leads to incorrect demand sensing, inaccurate inventory tracking, mismanagement, and loss in sales opportunities impacting brand reputation and reducing brand relevance in the market.

The Solution

Choosing the right inventory planning, buying, and distribution solution help drive optimal store performance with minimum manual efforts. It lowers operational expenses by analyzing demand patterns to maximize sales, increase profitability, boost customer satisfaction, and improve growth rate. Increff Merchandising Solution, our SaaS-based algorithm-driven merchandising platform performs individual store level analysis, accounting for all operating business constraints (planogram, MoQ, lead time, etc.), to deliver actionable insights and enhance inventory efficiency.

What is there for you

- **13%** increase in in-season full-price sell-through
- **25%** increase in revenue with 4% improvement in margins
- **24%** L2L growth in full price revenue with discount reduction of 3%
- **13%** reduction in brokenness
- **28%** improvement in ROS through inter-store transfers
- Reduced DOH (Days on Hand) inventory holding from >120 days to <80 days

Key Features:

Smart Assortment Plan

- Identify NOOS (bestsellers) and core styles for persistent sales and constant revenue growth.
- Perform computations up to 17 levels of product attributes for ideal decision-making
- Forecast style trends at the store-attribute group level by analyzing True ROS™ basis past sales, revenue, discounts, size-cuts, stock-outs, and exposure
- Identify and discard highly discounted sales that distort true demand
- Lower inventory cost by correcting long-tail styles at the store-attribute group level.

Open to Buy

- Automate store-style level buy across drops
- Determine actual procurement order based on Demand Planning, Depletion, Returns, and other considerations like lead time and MoQ, to find the opening inventory at the start of the OTB period
- Predict daily ROS at an attribute group level

Optimal Store Allocation

- Fresh- season, Event-based, and Size-wise Allocation and Display.
- Automated replenishment and replacement system.
- Identifying non-moving dead styles in stores and suggesting pullback to the warehouse.

Inter-Store Transfers

- Improve stock health to reduce stockouts at the SKU level
- Improve omnichannel exposure by leveraging excess stock
- Optimize stock cover across stores

About Increff:

Increff enables automation for resilient retailing by helping retail and e-commerce brands to adapt to ever-changing consumer expectations through best-in-class merchandise planning, allocation, and warehousing solutions.

PUMA · aramex delivery unlimited · SEPHORA · نمشي NAMSHI · adidas

ONLY · celio* · LANDMARK GROUP · MANGO · GAP

JACK&JONES · ELLE · ESPRIT · COLE HAAN · hummel

Levi's · Pepe Jeans LONDON · LIBAS NEW DELHI · Calvin Klein · GANT

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