



Integrated Merchandise Planning

A roadmap and plan for the build out of an integrated planning organization, improved business process, and integrated planning solutions.

The Client A specialty multi-channel retailer of services and products for the needs of pets and leading online provider of pet supplies and pet care information.

The Challenge

The retailer had four different organizations that all executed some form of planning. However, the timing of when plans were developed was not synchronized, nor were these activities integrated into a single planning calendar.

In addition, the metrics used within the various plans were not calculated using the same methodology, and there was not a structured reconciliation process.

The Parker Avery Solution

The Parker Avery Group developed a three-step course of action that impacted the success of the client's future merchandising planning processes:

- Defined planning strategy and high-level planning processes
- Completed organization readiness
- Developed a roadmap, business case and tactical plan



To support the future processes, Parker Avery delivered detailed strategic recommendations, identified associated challenges to help resolve gaps, reviewed alternative process and technology roll-out strategies, outlined a high-level change management plan, and developed a detailed business case and roadmap.

The Result As a result of the project, the client expects to see a \$35-\$50m net annual cash benefit from reduction in inventory carrying costs, increased margin on existing sales volume, and new margin on increased sales volume.