



Merchandising System Implementation

Program management and project support for a merchandising system transformation, encompassing merchandise planning, replenishment, and markdown systems.



The Client A \$1.5 billion international, multi-channel, multi-banner retailer of upscale housewares, furniture, and home accessories.

The Challenge

The client was in the midst of a complete transformation of their systems infrastructure to provide more complete functionality and to seamlessly integrate their multi-channel, multi-country, and multi-banner business model.

The company had selected a merchandising solution that included merchandise planning, assortment planning, forecasting, replenishment, and markdown optimization modules, but quickly discovered that they did not possess the in-house expertise to develop best practices for such diverse capabilities or to manage such a complex implementation in the context of the broader transformation.

The Parker Avery Solution

To ensure coordination with other transformation work streams, including the replacement of the core merchandising system, The Parker Avery Group assumed program management responsibility for the planning, replenishment, and markdown system implementation.

In addition, Parker Avery performed process design, developed test plans, coordinated testing activities, participated in solution and data validation, developed training materials, and supported change management and project communications efforts.

Key Parker Avery activities included:

- Creation and management of the program plan for the entire implementation
- Coordination with the IT organization and software vendor to deliver all modules within specified budgets and timelines
- Process design for forecasting, assortment / item planning, markdown optimization, and replenishment modules
- Organization and support of all testing activities prior to implementation

The Result As a result of the project, the client expects to have better forecast accuracy, enhanced markdown productivity, and improved replenishment performance. All budgets and plans are expected to include a reduction in inventory and overall higher margins, leading to better profitability.