



Multi-Channel Planning Strategy and Process

Articulation of a global, multi-channel planning strategy including innovative processes and a four-year roadmap for implementation.



The Client A global multi-channel retailer designing and selling classically styled apparel, swimwear, and outerwear for women, men, and kids, plus a complete line of home products, luggage, and seasonal gifts.

The Challenge

The retailer was building upon its catalog heritage by investing in retail stores and expanding internationally. Management wanted to define a planning strategy, processes, and roadmap that enabled this growth, improved inventory turns, increased merchandise margins, and allowed the business to expand with the same resource headcount.

The Parker Avery Solution

The Parker Avery Group helped the client articulate a global multi-channel planning strategy, developed innovative processes, and outlined a four-year roadmap of programs that enable success.

Through this process, Parker Avery was able to help identify timing, turn, process, and margin improvement opportunities.

Specific activities included:

- Defined a global, multi-channel planning strategy
- Developed 'to be' multi-channel planning processes
- Developed a roadmap, business case and tactical plan

The Result As a result of the project, the client expects to see a one-time cash benefit of \$86m from improved turns and an on-going cash benefit of \$32m annually. The benefits are ramped up over time.