



# International Retailer's New Merchandising Solution Unlocks Vast Improvements

## Client Challenge

The client is an international, multi-channel retailer based in France, offering ready-to-wear, value-priced, fashionable clothing and accessories for men, women, and children. With a complex business model consisting of retail, franchise, and e-commerce channels, the company was rapidly expanding across international borders, reaching 20 million customers in 32 countries.

The company's legacy systems no longer supported its growth plans or customer-centric strategy. To drive the expanding international needs, consolidate buying power, and improve supply chain efficiency, the company desired to improve its merchandising and inventory management tools and business processes. As such, the company selected a new merchandising solution to support better merchandise financial planning (MFP), assortment planning, forecasting, replenishment, and allocation capabilities.

In parallel, the client was upgrading their product lifecycle management (PLM) processes and tools to support more efficient and responsive product development processes to align with the company's target markets.

## Parker Avery Solution

The Parker Avery Group worked closely with the client team in program management and business process leadership capacities across a multi-track, multilingual retail transformation program that spanned the new merchandising capabilities.

Parker Avery led, managed, and tightly coordinated internal and external domain experts to successfully execute the five project tracks in parallel.

Further, Parker Avery helped the client instill leading practices into the design of the new merchandising solution capabilities.

Parker Avery led and provided expertise to the large, global team across several key activities:

- Strategic roadmap
- Program management
- Program structure and governance
- Business process design
- User acceptance testing strategy and scripts
- Change management
- Organizational design

## RESULTS



NEW MERCHANDISING SOLUTION IMPLEMENTED



INTERNATIONAL GROWTH PLANS ENABLED



CUSTOMER-CENTRIC STRATEGY SUPPORTED

Following the implementation, the client expects the new merchandising solution and enhanced business processes will support the company's customer-centric strategy and enable further international expansion. Further, the company expects to optimize its product lifecycle management processes.

