



INCREFF
Incredible Efficiency

INCREFF MERCHANDISING SOFTWARE

ALGORITHM-DRIVEN
SMART MERCHANDISING

- Ⓐ Merchandise Financial Planning
- Ⓐ Assortment Planning and Buying
- Ⓐ Allocation and Replenishment
- Ⓐ Regional Utilization
- Ⓐ Markdown Optimization
- Ⓐ Business Intelligence

**CONSTANTLY
OPTIMIZING**

200+ Brands

8000+ Stores

~1.3M SKUs





MODULES

Merchandise Financial Planning

Align overarching goals with specific variables for accurate projections with recommendations at the channel, category, and month level.

- Handle top-down/bottom-up approaches
- Flexible time period outputs available
- Map retailer's financial goals into yearly merchandise plans, sales, and inventory strategies
- Provide both pre-season and in-season budget planning considering KPIs like margins, sell-through targets, ASP, etc.
- Track actual vs projected – revising projections based on actuals with interactive dashboards

Assortment Planning and Buying

Optimize store-level inventory mix, even to intricate design-level style attributes based on smart algorithms that analyze historical sales data and current market trends.

- Create DNA of every store and style to mirror true demand
- Identify NOOS – sustained top sellers and core styles
- Automate reordering at store-style level, buy across drops
- Analyze sales, revenue, discounts, size cuts, and more for an optimal assortment and recommend the ideal buy plan (Open to Buy)
- **Build your own WSSI with us (best consultants and techies on the job)**



Allocation and Replenishment

Ensure optimal inventory depth and size mix are available at the right place and time.

- Automated replenishment and replacement system (ARS)
- Correct for over and under-stocking at stores through inter-store transfers.
- Identifying non-moving dead styles in stores and suggesting a pullback
- Fresh merchandise allocation based on attribute group performance
- Event allocation for mid-season and peak season basis past similar events
- Inter-Store Transfers - Consolidate existing store stock across stores to improve stock levels and inventory health.

Markdown Optimization

Setting SKU-specific discounting, and discount limits, aligning discounts with company objectives, and providing adaptable frequency across sales channels.

- Adjust discounts dynamically to minimize sales loss
- Enable rapid rollback on discounting if Rate-of-Sale doesn't increase - taking care of price elasticity
- Facilitate flexible capping of the discount within different decision matrix combinations
- Implement style-level manual overrides for reordering and discounting decisions





Regional Utilization

Analyze demand by region, and smartly distribute inventory among warehouses, achieving a balanced inventory and efficient regional fulfillment.

- Enhance marketplace visibility through local demand optimization leading to increased conversions
- Reduce returns by timely order fulfillment and enable rapid re-commerce
- Drive sustainability by reducing air transport and excess inventory waste
- Enable faster and more flexible deployment with country-wide processing

Business Intelligence

Informed decision-making with monthly trend monitoring, style evaluation dashboards, flexible comparisons over time, and attribute-level reports.

- Unified data repository for better decisions on planning, buying, promotions, and inventory
- Access instantaneous, software-generated visual reports for data-driven business decisions
- Track daily performance, analyze daily sales & determine the True Rate-of-Sale™ of individual style
- Minimized manual work, eliminating database errors





THE NEED



Accurate
demand
forecasting



Optimizing stock
utilization



Adaptability to
market changes



Smart
data-driven
buying
decisions



Enhanced
operational efficiency



Promoting
sustainability

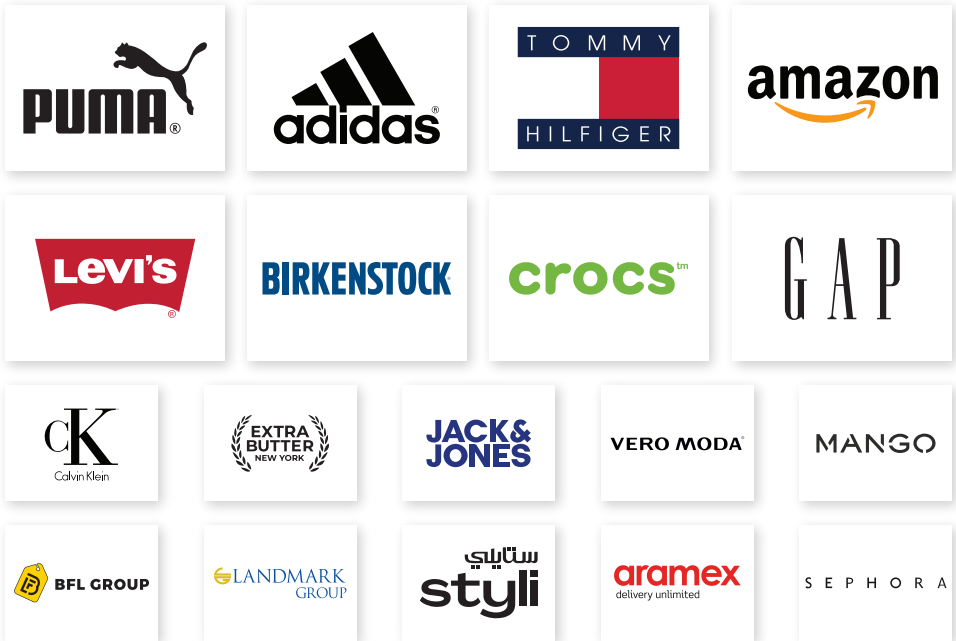
VALUES DELIVERED

- **20-25%** revenue uplift
- **4-5%** bottom-line improvement
- **10%** savings in logistics costs
- **13%** increase in full-price sell-through
- **13%** improvement in inventory health
- **28%** ROS enhancement through inter-store transfers
- **40%** reduction in weekly man-hours
- **4X** boost in operational efficiency

KEY CAPABILITIES

- Handles seasonality, recency, & sale events
- Pre-season & in-season task handling
- Input & output data via integrations
- True Rate-of-Sale™ & liquidation noise cleanup
- No clustering of stores: "segment of 1"
- 17 levels of fashion attributes instead of the usual 5

OUR CLIENTS



and more...

ABOUT INCREFF

Increff is a retail SaaS company solving complex inventory management & supply chain challenges. Trusted by 700+ global retail brands in over 13 countries, we offer comprehensive merchandising and omnichannel inventory management solutions. Our solutions empower retailers to enable automated decision-making, bring accuracy to processes, drive sustainable retailing, and achieve incredible efficiency.



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