



Bata

CPM Project | Case Study



COMPAR - BATA

Compar S.p.A. represents the European branch of the worldwide Bata brand.

Backed by a trend of steady growth, Compar is able to assume a position of **European leader in the footwear and accessories (fast fashion)** thanks to a widespread commercial structure on the European area which today has over 700 points of sales (retail channel with direct and franchising).



Thanks to a change in the organizational management and a centralisation process, Bata has grown from a local Italian company to the European Headquarter.

High development of the commercial structure through own brands (Bata) and third parties brands (Athletes World).

From a commercial point of view of the structure, Compar diversified its growth strategy, developing both the direct sales channel and the franchise.



Project Background



- **Context of increasingly competitive market**
especially due to the liveliness of Chinese and Indian markets



- **Quick evolution of customer behavior**

Issues and Requirements



Translate strategic choices into operational terms and evaluate quantitatively and qualitatively the degree of achievement of objectives.



Support growth through **process control**.



Coordinate the organizational **structure** of the strategic operational **activities**.

- ▶ Management reporting (Buying and Retail perspective) and development of mobile application.
- ▶ Inventory and Purchase Planning model (WSSI).
- ▶ Supply Chain model.
- ▶ Financial reporting and integrated planning model (P&L-BS-CF).
- ▶ European Data warehouse.

Results



Immediate identification of the causes that have produced specific results and possibility of early intervention.

Improved management of the output information and of sales planning, that is the starting point for the process of financial planning.

Change in the organizational management.

Team

BATA | European Control Team, IT Team

SDG IT | BU Fashion Luxury & Retail



Acqua di Parma, Armani, Benetton, Champion, Clarins, Compar Bata, CrisConf, De Rigo, Dolce & Gabbana, Etro, Fendi, Geox, Grupo Hevige, Golf'Us, Gucci, H&M, Hurley, L'Oreal, Loro Piana, Luxottica, Original Marines, Prada, Pronovias, Puig, Puma, Ferragamo, Stroili Oro, Teddy, Tod's, Valentino Fashion Group, Areas, Condis, Euronics, Metro, Nuance, Rexel.

UNITED COLORS
OF BENETTON.

Salvatore Ferragamo

L'ORÉAL

GUCCI



ETRO

H&M

TOD'S

 Champion
AUTHENTIC ATHLETIC APPAREL


PUMA®

D&G
DOLCE & GABBANA®

Hurley

 Loro Piana


FENDI


VALENTINO

ARMANI

PRADA

GEOX

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Milan

milano@sdggroup.com
Via San Gregorio, 29
20124 Milano
Tel: +39 02 2155707

Rome

roma@sdggroup.com
Viale delle Milizie, 1
00192 Roma
Tel: +39 06 39031086

Verona

verona@sdggroup.com
Viale del Lavoro, 33
37135 Verona
Tel: +39 045 8032289

Florence

firenze@sdggroup.com
Via Lucchese, 34/c
50019 Sesto F.ino – Firenze
Tel: +39 340 6622158

Barcelona

barcelona@sdggroup.com
Paseo de Gracia 47, Principal 2ª
08007 Barcelona
Tel: +34 (0) 932890820

Madrid

madrid@sdggroup.com
C. Orense nº 11 1ªA,
28020 Madrid
Tel: +34 (0) 91 515 96 78

Lisbon

lisboa@sdggroup.com
Av. de Pádua, 10 A –
Parque das Nações
1800-218 Lisboa -
Tel.: + 351 21 136 37

Alger

alger@sdggroup.com
05, Rue Aissat Idir
Chéraga ALGER 16014, Alger
Tel: + 213 21 36 55 03

London

uk@sdggroup.com
The Foundry Business Centre
156 Blackfriars R.d, London
Tel: +44 (0) 2079534010

Paris

france@sdggroup.com
3, cité Rougemont
75009 Paris
Tel: +33 (0) 148019700

Hamburg

germany@sdggroup.com
Große Elbstraße 86
22767, Hamburg
T. +49 40 4689964 0

Munich

germany@sdggroup.com
Maximilianstr. 2
80539 München
Tel: +49 89 20 500 8511

York

uk@sdggroup.com
Third Floor Regency House
York Business Park
York YO26 6RWT
Tel: +44 1904 234 510

Cairo

me@sdggroup.com
Nile City Towers
North Tower, 22nd floor
Cornish El Nil 11624, Cairo
Tel: +20 105 477 577

Lima

peru@sdggroup.com
Av Camino Real 348 niv.B 99-100
27, San Isidro - Lima
T. +51 1 6159815

Bogotá

colombia@sdggroup.com
Calle 98 # 22-64 Oficina: 409
11001000, Bogota