



Europe Retail & Wholesale Planning | Case Study



Champion

Champion Europe (based in Carpi near Modena) has a mission since 1919 to be one Brand leader in the Sports Apparel Industry. Champion wants to share Sport values with athletes from all over the world, well known professionals or unknown amateurs.

Headquarter in Italy, Champion Europe is leader in design, marketing, sales and distribution of Sportswear, uniforms training stuff for team, footwear and accessories in 60 Countries in EMEA.



Project Background



Support buyer and merchandise planner

to manage commercial performance within an organization focused on a mono-brand “champion” merchandise (wholesale and retail channel) as well as multi-brand merchandise (retail channel).



Support organization

adopting a unique ERP system, DWH layer and Corporate Performance Toolkit.

Issues and Requirements

- **Create an integrated planning control model** for retail channel managing mono-brand “champion” and multi-brand business requirements.
- **Evaluate commercial target** on a short-medium term (fiscal year) balancing with working capital (stock).
- **Support buying process** to adjust OpenToBuy metric based on “in-season” performances linked with “sell-through” KPI and “carry over” impact.
- **Support creation of “blind” purchase order and balance purchase versus sales order** in order to increase sourcing process (e.g. suppliers are mostly located in far-east area).

▶ **Retail** – Stock Movement Plan : support Merchandise Control function to forecast stock movement in terms of quantity, retail value and gross margin. Process aims to provide an input for Financial Profit and Loss planning process.

▶ **Retail** – Conceptual Assortment Plan(CAP) : support Merchandise Control and Buyer function to plan purchase metrics assessing brand performance, stores' perimeter and assortment metrics KPIs.

▶ **Retail** – Distribution Plan : support Merchandise Control and Buyer function to define first allocation metrics based on CAP guidelines and stores' cluster analysis given the style-color-gridsize abilitation.

▶ **Wholesale** – Blind & Balance Process : support Merchandise Control and Sourcing function to forecast sales through performance in order to manage sourcing process towards versus suppliers' structure.

Results



Adoption of a “structured” operational planning process

balancing business requirements (such as flexibility and ease to use) with the commercial calendar phases (overlapping activities).

Team

- Champion & Game7 – Retail Structure | Product manager, Buyer, Distributor, Merchandise Control
- 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

Champion
AUTHENTIC ATHLETIC APPAREL

PUMA[®]

D&G
DOLCE & GABBANA[®]

Hurley

TOD'S

FENDI

VALENTINO

Loro Piana

ARMANI

PRADA

GEOX

LUXOTICA[®]

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