



## Transforming Retail Operations with **Increff's** Merchandising Solutions

### ABOUT INCREFF

Increff is a retail SaaS company solving complex inventory management and supply chain challenges. Over **700+** global retail brands believe in our end-to-end merchandising and omnichannel inventory management solutions. We empower retailers to enable automated decision-making, bring accuracy to processes, drive sustainable retailing, and achieve incredible efficiency.

### MERCHANDISING SOFTWARE MODULES



Merchandise Financial Planning



Planning and Buying



Allocation and Replenishment



Regional Utilization



Markdown Optimization



Co-Pilot



## OVERVIEW

A premier retail group in the Middle East, representing global brands, manages a complex omnichannel network across Bahrain, Oman, and the UAE. As their operations scaled, the limitations of manual replenishment and reactive stock movements became apparent—stifling availability in high-performing stores while trapping inventory in lower-demand regions.

Seeking to replace manual intuition with algorithmic precision, the group partnered with Increff. This strategic collaboration focuses on automating replenishment and optimizing inter-store transfers, leveraging advanced analytics to ensure inventory is always positioned where it is needed most.



## IMPACTS DELIVERED

*“Increff’s algorithms translated directly into results for us, including an increase of AED 2.29 Mn in revenue”*

Parameters	Pre Increff (2024)	Post Increff (2025)	Impacts
Sales Qty	174,617	204,014	Sales Qty improved by 16.8%
Sales Mix (%)	91.40%	94.30%	Shift of 2.9%, improving product freshness ratio
Sell Through (%)	49.20%	50.90%	Improved by 1.6%



## CHALLENGES FACED

### Manual Replenishment Processes

Transitioning beyond manual decision-making to implement automated systems that improve market responsiveness and optimize inventory distribution.

### Inter-Store Transfer Inefficiencies

Automating inventory redistribution between UAE and Oman operations to eliminate suboptimal stock levels and logistical friction.

### Master Data Management Bottlenecks

Streamlining Style and EAN/SKU master data through automation to remove operational bottlenecks and reduce the risk of manual errors.

### Limited Analytical Capabilities

Integrating comprehensive analytics and Root Cause Analysis (RCA) to better understand and resolve underlying inventory distribution issues.

### Seasonal Planning Complexity

Leveraging sophisticated planning tools to manage intricate seasonal cycles and diverse product demands across the entire store network.





## INCREFF'S SOLUTION

Increff implemented an intelligent replenishment system that automated inventory decisions based on real-time demand patterns, sales velocity, and store performance metrics.

### Inter-Store Transfer (IST) Optimization

- Deployed automated IST systems for both UAE and Oman operations
- Enabled intelligent movement of inventory from underperforming to high-potential locations ensuring optimal stock availability
- Created region-specific transfer workflows and reporting mechanisms

### Master Data Automation

- Automated style master and EAN master data management processes
- Reduced manual effort and improved accuracy across operations

### Advanced Analytics & Business Intelligence

- Provided comprehensive Root Cause Analysis (RCA) capabilities for replenishment decisions
- Implemented impact analysis tools for data-driven decision making
- Created executive dashboards for Business Head and Director of Finance reporting

### Seasonal Planning

- Implemented seasonal planning capabilities and optimized maximum SKU depth requirements for better store layouts
- Created dynamic size set recommendations for each store based on seasonal performance patterns

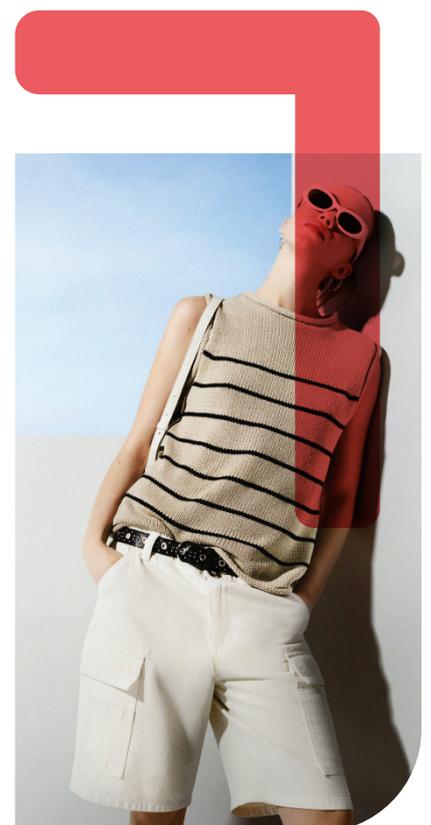
## CONCLUSION

Using Increff's Merchandising Software generated novel benefits for the brand. The comprehensive solution that takes care of inventory optimization, automated replenishment, and inter-store transfers has resulted in:

- Double-digit growth across all key performance indicators
- Substantial improvement in inventory efficiency with reduced unsold stock
- Enhanced operational efficiency through automation of manual processes
- Superior cash flow management through optimized inventory turnover

The deployment has created a solid basis for future expansion throughout the Middle East market, enabling the organization to manage intricate multi-regional operations while upholding high performance standards.

This collaboration is an example of how technology-driven inventory optimization can revolutionize conventional retail operations, allowing brands to attain long-term growth while enhancing customer satisfaction and operational effectiveness.





## OTHER SOLUTIONS



Warehouse Management System **(WMS)**



Order Management System **(OMS)**



Store Management System



Increff Label Software

## OUR CLIENTELE

Increff's solutions are trusted by some of the world's leading brands. Our ability to handle large-scale implementations and complex retail environments makes us a preferred partner for global retail giants.



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