



CASE STUDY ISLAND PACIFIC and THE PERFUME SHOP



The Perfume Shop use Island Pacific Planning for, Planning, re-forecasting and communication with suppliers.

Reacting quickly to key trends ensuring right stock, right place right time!

Christmas is Crucial for most Retailers

And Perfume is usually on everyone's List!

No one knows this better than The Perfume Shop, the largest fragrance only retailer in the UK with over 200 selling locations in UK and Ireland comprised of the traditional bricks and mortar stand alone stores as well as its growing portfolio of shop in shops within its parent company A.S. Watson's Superdrug stores.

Getting the right stock in the right place at the right time begins much earlier in the year than the month of December! **'Key to ensuring stock availability in that all important fourth quarter of the year is supplier communication and awareness of expected stock levels'** explains Susanna Kenniston The Perfume Shop Head of Merchandising.

The Perfume Shop had already invested in the Island Pacific Merchandising and Warehouse system implementing the Island Pacific Planning solution was the next step. Island Pacific Planning would enable the team to improve supplier communications by producing supplier specific weekly sales and stock intake sheets (WSSI) and key product line detail plans. Crucially they needed a tool which allowed them to act in response to the data rapidly so they could share trends with suppliers and react quickly to stock intake.

The solution allowed The Perfume Shop to move from 9 manual WSSI's plans which took a day to update to 32 WSSI's which were available automatically. Each Weekly Sales and stock intake plan was by Supplier brand so when the Merchandiser and Buying teams sit down with suppliers they have the information to discuss oncoming seasons and expected sales.

An already established relationship with Island Pacific meant that the team knew that the solution would be delivered on time and on budget. The biggest benefits of implementing the Island Pacific Planning solution have been time-saving. The plans are now updated automatically from actual sales, purchase orders and intake eliminating errors associated with manual data entry. Crucially it also allows supplier discussions and negotiations to be better informed and assist significantly in the management and forecasting of new launches, a regular occurring event within the fragrance industry. Susanna Kenniston the Head of Merchandising explains **"Island Pacific Planning has revolutionised planning and re-forecasting at The Perfume Shop with a much quicker and enhanced approach to planning. The merchandising team now have a W.S.S.I and line planning tool allowing them to manage stock more effectively and have more informed discussions with suppliers as well as greater visibility for the management team"**