



YOU CAN NEVER HAVE
ENOUGH
COSMETICS

Podruska

UNDERSTANDS
YOU



Подружка

Chain of cosmetics stores

About Our Company

12 500

active assortment SKUs

Up to 5000

SKUs participate in promotions each month

~40%

assortment rotation per year

The company was created

in **2003**

1 600

employees for the first quarter of 2017

About 100

suppliers, including foreign ones

Store size

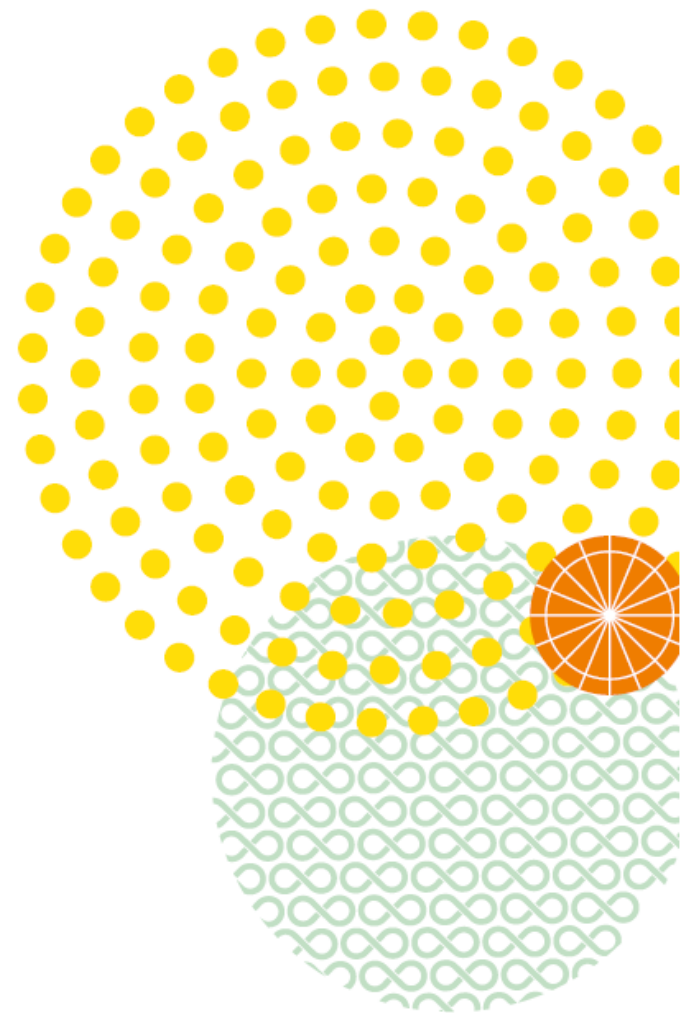
120m² (+10-15m² storage room)

Supply types

directly to the stores, cross-docking through the distribution center

Key Challenges

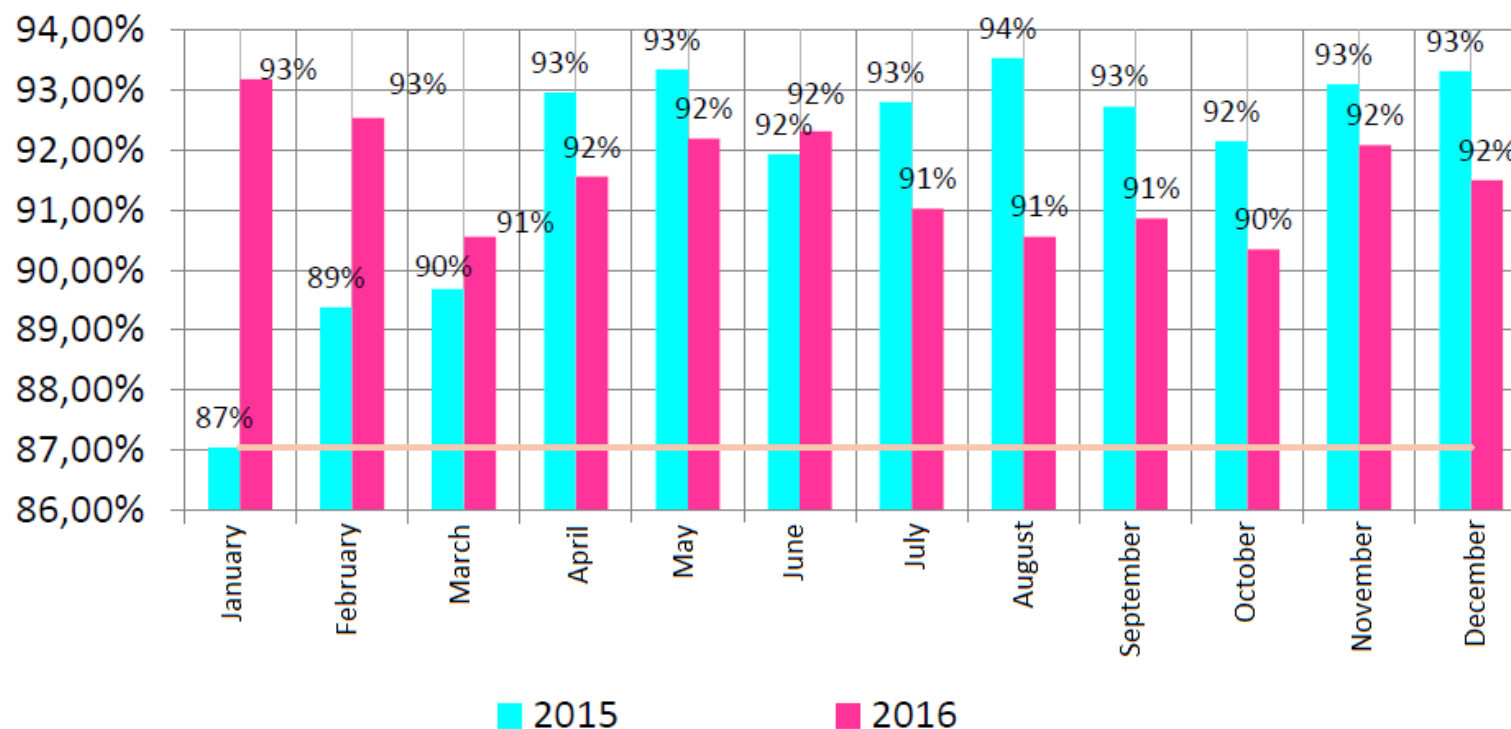
- OVERSTOCK
- OUT OF STOCK
- EXPIRED DUE DATES
- "FROZEN" MONEY
- HUMAN FACTOR
- CAPACITY OF STORAGE AREA
- INCORRECT CALCULATION OF PROMOTIONAL INCREASE USING EXCEL SHEETS



Results

The Service Level in the end of 2015 increased to 93%.

Active Assortment, in %



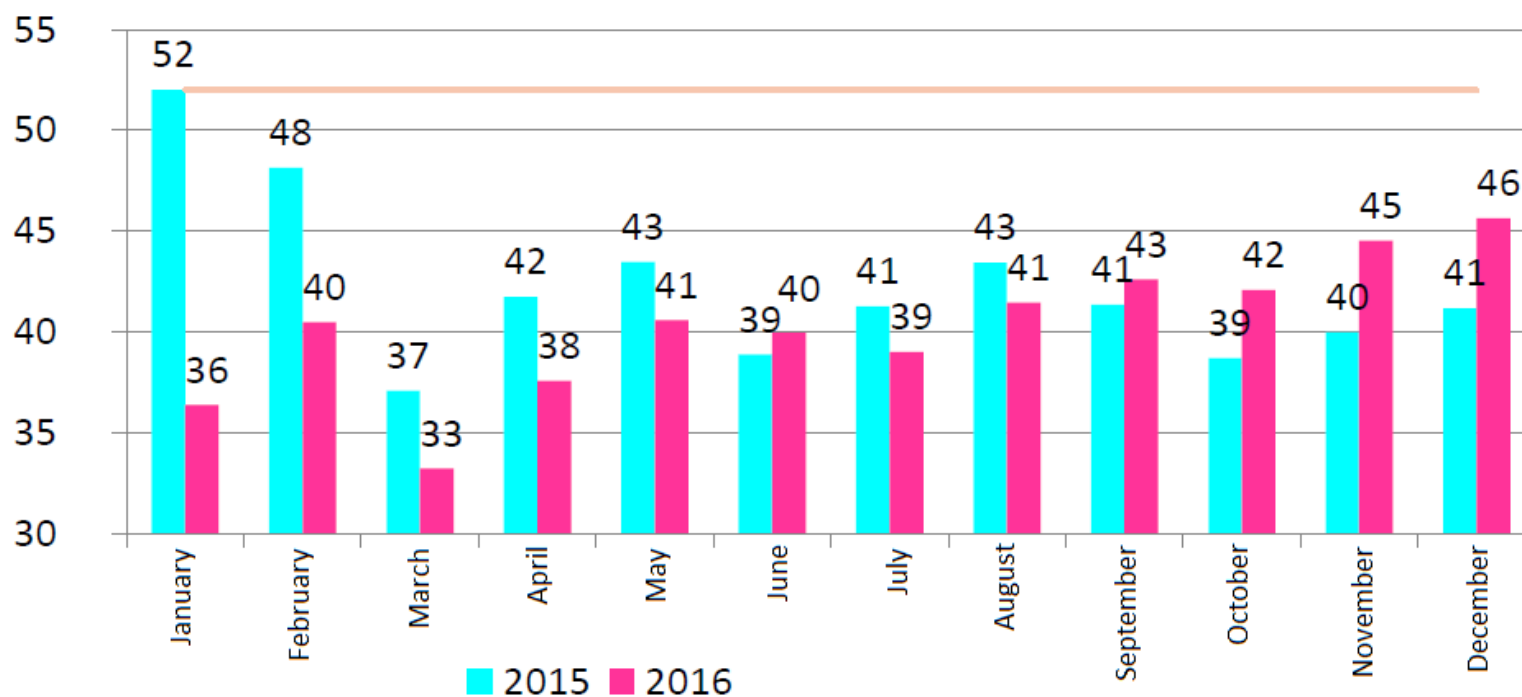
The Service Level is

93%

Results

In 2015 the average stock in the stores was 42 days. In comparison with 2014 there was a decrease of 10 days. The overall level of the stock did not change in 2015 with simultaneous growth of the number of stores and price increase.

The average turnover of stock in stores, in days





Thank You