ABOUT PAQUETÁ

4 Store Brands
PAQUETÁ, PAQUETÁ ESPORTES, GASTON and ESPOSENDE

7 Departments

89,000 SKUs

52 CATEGORIES 132 SUB-CATEGORIES

Leading footwear retailer Paquetá was founded in 1945 in Brazil. They sell men’s and women’s shoes for people in search of contemporary and accessible fashion. Paquetá offers a wide variety of products from major shoe brands and exclusive collections from Paquetá’s own brand.

ACHEIVING A SINGLE VERSION OF THE TRUTH AND ESTABLISHING A FUTURE-PROOF PLATFORM FOR EMPOWERED COMMERCE

1.
Drive company growth with better reporting and visibility
RESULT
Achieved “one number” with standard business reporting
SOLUTION
Oracle Merchandise Financial Planning

2.
Allocate Inventory more profitably
RESULT
Attained 25% reduction in inventory levels, 2014-2015
SOLUTION
Oracle Merchandise Financial Planning

3.
Gain control of orders throughout the distribution process and reduce losses
RESULT
Reduced warehouse losses with more accuracy by one-third
SOLUTION
Oracle Warehouse Management System

4.
Complex business requires small orders with 18 weeks of Inventory on Hand
RESULT
Paquetá reduced 21 categories without sacrificing revenue
SOLUTION
Oracle Retail Assortment Planning Solution

5.
Improve margins and sell through by leveraging science in promotion and assortment strategies
TARGETED IMPROVEMENT
Year over Year Assortment Growth
• 2014 - 61%  •  2015 - 16%
• 2016 - 81%
SOLUTION
Oracle Clearance Optimization and Assortment Planning Solution

LEARN MORE ABOUT THIS CASE REFERENCE:
View the archived webcast
Learn more about Oracle Retail’s Planning suite