

Brazilian Shoe Retailer PAQUETÁ

ORACLE
RETAIL

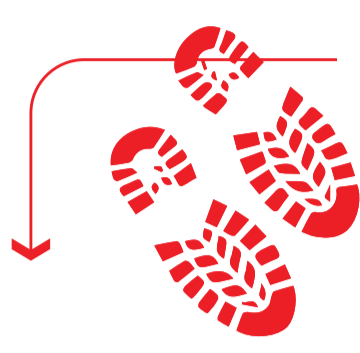


Reshaping Merchandise Strategy and Planning

ABOUT PAQUETÁ

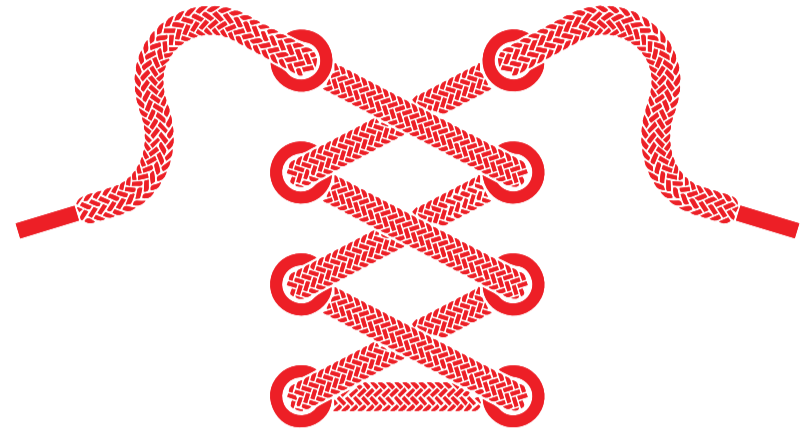
4 Store Brands

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.

ACHIEVING 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

2.

RESULT

Attained **25%** reduction in inventory levels, 2014-2015 YOY improvement, and another **10%** reduction 2015-2016 YOY

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

4.

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 to year sell through improvement:

- 2014 - 71% • 2015 - 76%

• **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](#)