



ZENDEN

— group —

MASCÓTTE

THOMAS **MÜNZ**
НЕМЕЦКАЯ ОБУВЬ

PRESENTERS



Project Director in PMO
ZENDEN GROUP



Planning Department Director
ZENDEN

PRESENTATION



About the ZENDEN GROUP



About the Project



About the System

A pair of metallic, high-heeled sandals with a wide strap across the foot and a buckle detail, resting on a rustic wooden surface. To the left is a large, textured green ceramic pot containing a monstera plant with large, split leaves. To the right is another plant with smaller, variegated leaves. The background features a burlap sack. The overall aesthetic is bohemian and natural.

ZENDEN Group

ZENDEN GROUP



ZENDEN GROUP



74,4 mln people
visited ZENDEN stores



73%
consumers awareness



42 mln pairs
sold in last 5 years



2,4 mln
Loyalty card holders



in Russia on revenue per 1 sq.m.

BRAND PORTFOLIO

MASCÓTTE

THOMAS MÜNZ



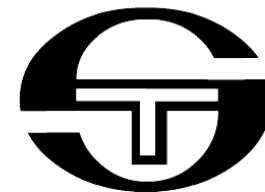
Reebok



KÉDDO

CARRERA

Crosby[®]



SERGIO TACCHINI

CUSTOMERS

Assortment categories



Women



Men



Teenagers

Target audience

25-40 year old

income level – low + / middle

Main features:

Married (focused on their families)

Self – efficient and with steady income

Looking for traditional style and comfort

The price level of footwear



low+ / middle-

THE BEST
VALUE-FOR-MONEY OFFER

ABOUT THE PROJECT



REASONS TO IMPEMENT SYSTEM



The number of stores continue to grow



Need to integrate work place for all planning teams



Need perform planning process faster



Improve detalization of the planning without adding extra work



Overcome MS Excel limitation

CALCULATED BENEFITS



Improving **effectiveness of 3 departments**
on planning process



Increasing total business margin for **3,5 %**
(total natural number)



Reduce cross-store replenishment **by half**

CHOICE

ORACLE®

TXT



SAP®

sas®



DECISION

ORACLE®

Retail
Predictive
Applicati
on Server
(RPAS)

Assortment
Planning
(AP)

Demand
Forecasting
(RDF)

Web Logic

VELTIO
Veltio Means Better.

Consulting and
implementation

New Product
Forecasting
(NPF)

PROJECT LIMITATION



Project Budget should have a **minimal deviation**



Project should **be closed before** the specific date



Project Scope should **not be cut**

FINANCIAL RISKS



Currency exchange
rate



Done before the
September



Additions to the
project scope



ROI

RESOURCES RISKS



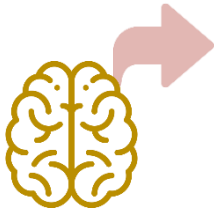
Can't involve additional team members for some tasks



Inconsistency of work pressure

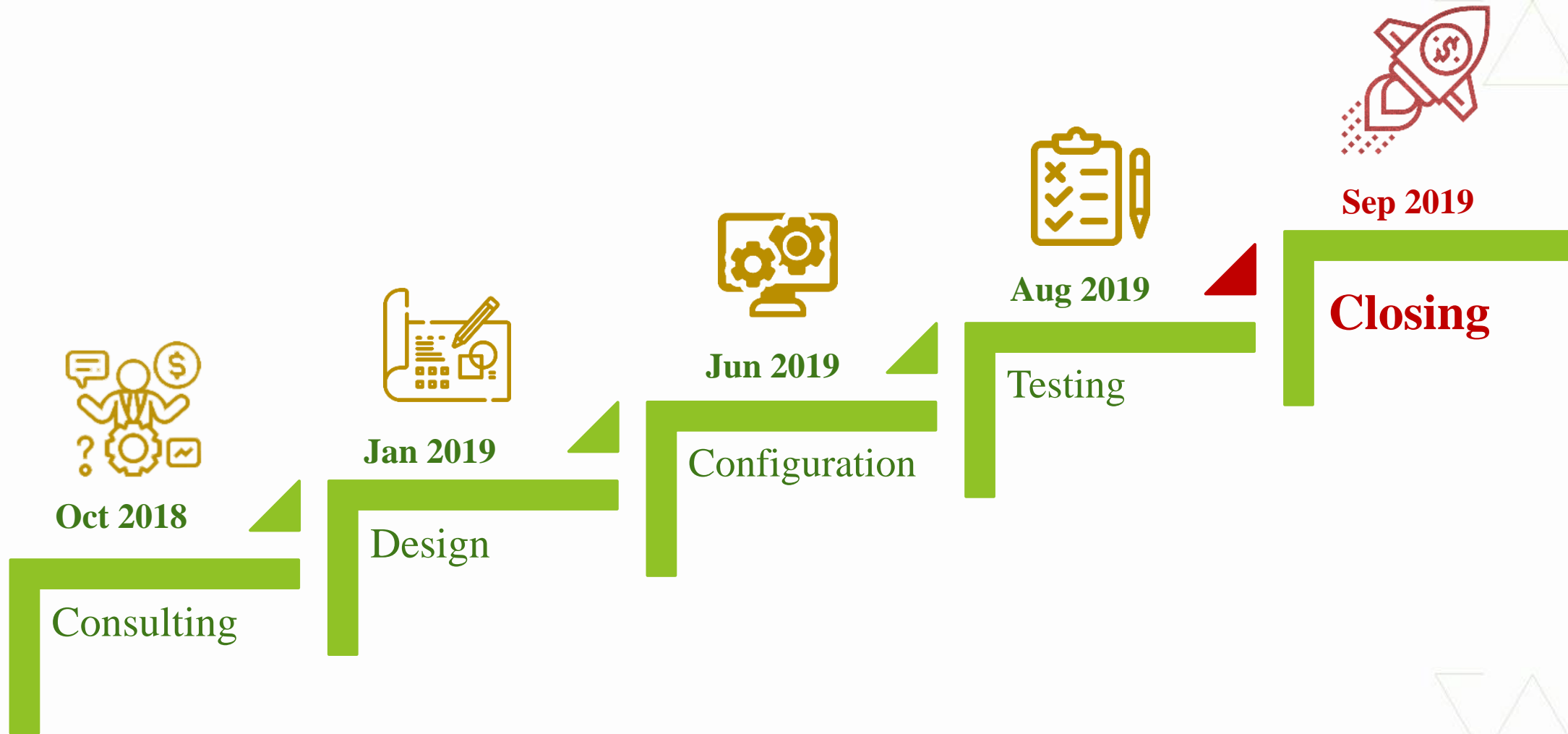


Expertise “gaps”



Lose a key knowledge along with the team members

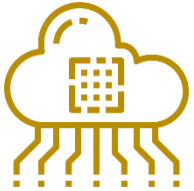
PROJECT PHASES



IT-TEAM CHALLENGES



Utilize planning / being on schedule



Integration was way longer than expected



Software licenses



BUSINESS-TEAM CHALLENGES



Increase of the Project Scope

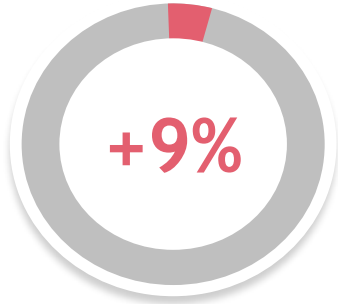


Hard to adjust if the project plan corrected



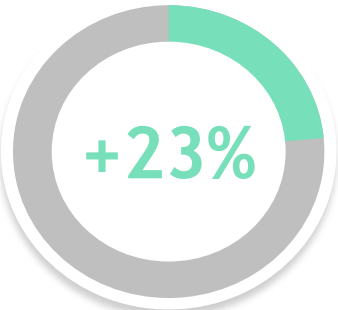
Few expertise “gaps”

PROJECT PLAN DEVIATION



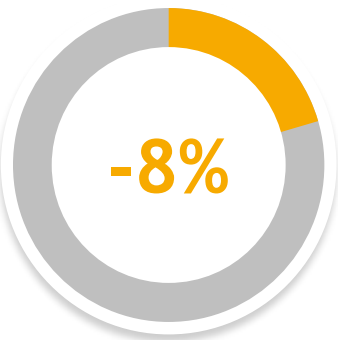
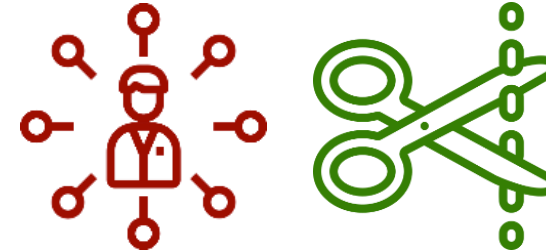
Schedule

Within the plan



Scope

Way bigger than expected. The work pressure was significantly increased



Budget

Positive deviation. Saved some budgets



LESSONS LEARNED



Rely on your consultant's experience when calculating the Project Due date



The Project success is based on both teams. Either of them should be well prepared and motivated



Prepare your Data before the Project started



Implement the new system only to the mature business-processes

ABOUT THE SYSTEM



SCOPE

Assortment
Planning
(AP)

Demand
Forecasting
(RDF)

New Product
Forecasting
(NPF)

Work Books – **30 pcs.**

Work Sheets – **128 pcs.**

PROCESSES “AS-IS”

Strategic plan
calculation



Category planning



Create a Buy List



Stores clustering



Create a Buy Plan



Calculation of
Size Curves



Create Assortment
Matrices (AM) for
stores



Assignment of
Assortment
Matrices (AM) for
clusters



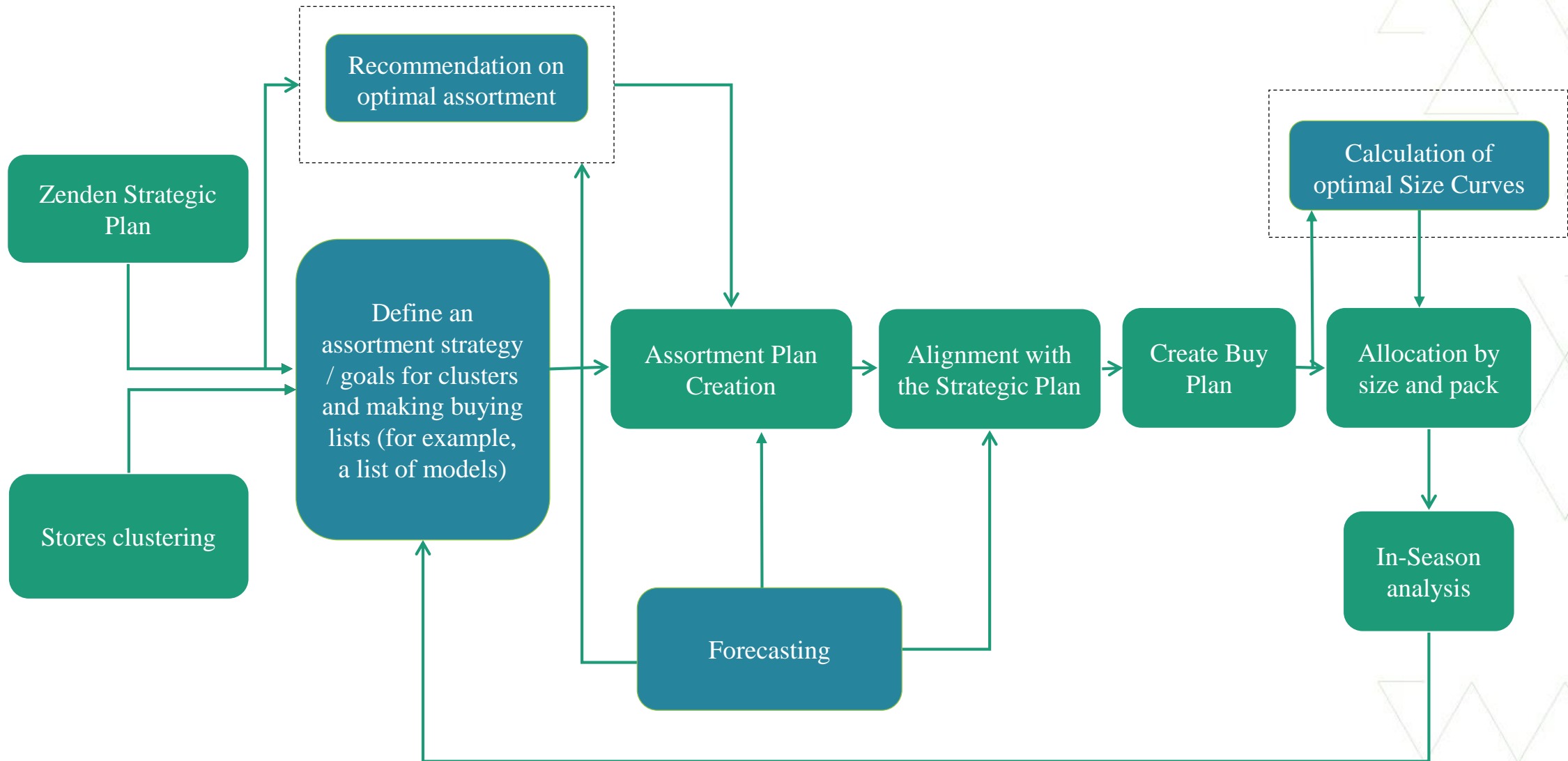
Plan stores



In-Season analysis



PROCESSES “TO-BE”



к пг
рачиваем
коэф

0.37
0.86
0.30
0.46
0.48
0.44

2008, 20

к пг
рачиваем
коэф

0.37
0.86
0.30
0.46
0.48
0.44

2008, 20

STORE CLUSTERING

Oracle RPAS Fusion Client

Домой | О программе | Справка | Выход musalova.m

Рабочая книга: untitled

4.1 Создание кластеров

Календарь | Товары | Показать Магазины

Полугодие Т 2020 | Обувь/Женская

Найти...

				КМ РП Системный кластер магазина, имя	КМ РП Ручная корректировка кластера магазина, имя	КМ РП Финальный кластер магазина, имя
Центр 1 (северный центр)	Ярославль-Киров	LFL	Стрит			В/С/О
	В Новгород-Волна	НЕПОЛНЫЙ	ТЦ			
	В Новгород - Мармелад	НЕПОЛНЫЙ	ТЦ			
	Вологда-Мармелад	LFL	ТЦ			
	Вологда-РЮО	LFL	ТЦ			
	Вологда-СУМ	LFL	ТЦ			
	Патина-Кубус	РЕКОНЦЕПТ	ТЦ			
	Киров-Глобус	НЕПОЛНЫЙ	ТЦ			
	Киров-Джем Молл	LFL	ТЦ			
	Киров-Лето	LFL	ТЦ			
	Киров-Рынок	LFL	Стрит			
	Колпино-Окс	LFL	ТЦ			
	Псков-Ленина	LFL	ТЦ			
	Рыбинск-Крестовая	НЕПОЛНЫЙ	ТЦ			
	Санкт-Петербург_Заневский	LFL	ТЦ			
	Санкт-Петербург_Невский	НЕПОЛНЫЙ	ТЦ			
	Санкт-Петербург_Рюо	НЕПОЛНЫЙ	ТЦ			
	Санкт-Петербург_CityMall	ЗАКРЫТ	ТЦ			
	Санкт-Петербург_Школьный	LFL	ТЦ			
	Санкт-Петербург-5 Озёр	ЗАКРЫТ	ТЦ			
	Санкт-Петербург-Академический	LFL	ТЦ			
	Санкт-Петербург-Атмосфера	LFL	ТЦ			
	Санкт-Петербург-Балетная Новая	LFL	ТЦ			
	Санкт-Петербург-Владимирский	ЗАКРЫТ	Стрит			
	Санкт-Петербург-Гуливер	ЗАКРЫТ	ТЦ			
	Санкт-Петербург-Жемчужная Плаза	НЕПОЛНЫЙ	ТЦ			
	Санкт-Петербург-Звездный	НЕПОЛНЫЙ	ТЦ			
	Санкт-Петербург-Лето	НЕПОЛНЫЙ	ТЦ			
	Санкт-Петербург-Лондон Молл	LFL	ТЦ			
	Санкт-Петербург-Мегэ Парнас	LFL	ТЦ			
Санкт-Петербург-Мир	НЕПОЛНЫЙ	ТЦ				

4.2 Обзор кластеров

Товары | Показать Кластеры

Обувь/Женская

Найти...

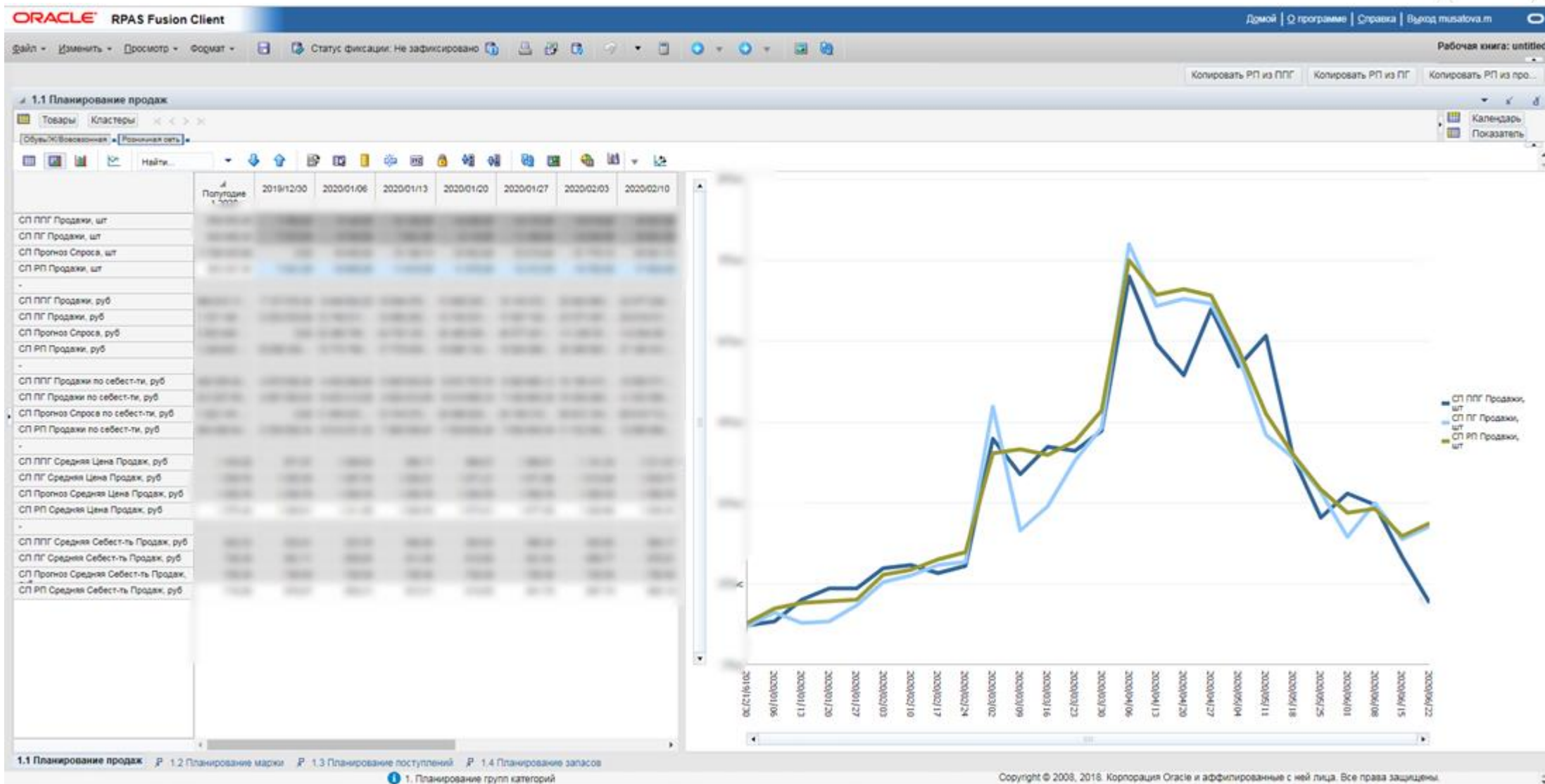
КМ РП Кол-во магазинов	КМ РП Средние продажи, шт	КМ РП Средние продажи, руб	КМ РП Средние продажи, руб	КМ РП Средние продажи, руб	КМ РП Средние продажи, руб	КМ РП Средние продажи, руб	КМ РП Средние продажи, руб	КМ РП Средняя Цена Продажи, руб	КМ РП Средняя Цена Продажи, руб	КМ РП Средняя марка, руб	КМ РП Средняя марка, руб
1	1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10	10
11	11	11	11	11	11	11	11	11	11	11	11
12	12	12	12	12	12	12	12	12	12	12	12
13	13	13	13	13	13	13	13	13	13	13	13
14	14	14	14	14	14	14	14	14	14	14	14
15	15	15	15	15	15	15	15	15	15	15	15
16	16	16	16	16	16	16	16	16	16	16	16
17	17	17	17	17	17	17	17	17	17	17	17
18	18	18	18	18	18	18	18	18	18	18	18
19	19	19	19	19	19	19	19	19	19	19	19
20	20	20	20	20	20	20	20	20	20	20	20
21	21	21	21	21	21	21	21	21	21	21	21
22	22	22	22	22	22	22	22	22	22	22	22
23	23	23	23	23	23	23	23	23	23	23	23
24	24	24	24	24	24	24	24	24	24	24	24
25	25	25	25	25	25	25	25	25	25	25	25
26	26	26	26	26	26	26	26	26	26	26	26
27	27	27	27	27	27	27	27	27	27	27	27
28	28	28	28	28	28	28	28	28	28	28	28
29	29	29	29	29	29	29	29	29	29	29	29
30	30	30	30	30	30	30	30	30	30	30	30
31	31	31	31	31	31	31	31	31	31	31	31
32	32	32	32	32	32	32	32	32	32	32	32
33	33	33	33	33	33	33	33	33	33	33	33
34	34	34	34	34	34	34	34	34	34	34	34
35	35	35	35	35	35	35	35	35	35	35	35
36	36	36	36	36	36	36	36	36	36	36	36
37	37	37	37	37	37	37	37	37	37	37	37
38	38	38	38	38	38	38	38	38	38	38	38
39	39	39	39	39	39	39	39	39	39	39	39
40	40	40	40	40	40	40	40	40	40	40	40
41	41	41	41	41	41	41	41	41	41	41	41
42	42	42	42	42	42	42	42	42	42	42	42
43	43	43	43	43	43	43	43	43	43	43	43
44	44	44	44	44	44	44	44	44	44	44	44
45	45	45	45	45	45	45	45	45	45	45	45
46	46	46	46	46	46	46	46	46	46	46	46
47	47	47	47	47	47	47	47	47	47	47	47
48	48	48	48	48	48	48	48	48	48	48	48
49	49	49	49	49	49	49	49	49	49	49	49
50	50	50	50	50	50	50	50	50	50	50	50
51	51	51	51	51	51	51	51	51	51	51	51
52	52	52	52	52	52	52	52	52	52	52	52
53	53	53	53	53	53	53	53	53	53	53	53
54	54	54	54	54	54	54	54	54	54	54	54
55	55	55	55	55	55	55	55	55	55	55	55
56	56	56	56	56	56	56	56	56	56	56	56
57	57	57	57	57	57	57	57	57	57	57	57
58	58	58	58	58	58	58	58	58	58	58	58
59	59	59	59	59	59	59	59	59	59	59	59
60	60	60	60	60	60	60	60	60	60	60	60
61	61	61	61	61	61	61	61	61	61	61	61
62	62	62	62	62	62	62	62	62	62	62	62
63	63	63	63	63	63	63	63	63	63	63	63
64	64	64	64	64	64	64	64	64	64	64	64
65	65	65	65	65	65	65	65	65	65	65	65
66	66	66	66	66	66	66	66	66	66	66	66
67	67	67	67	67	67	67	67	67	67	67	67
68	68	68	68	68	68	68	68	68	68	68	68
69	69	69	69	69	69	69	69	69	69	69	69
70	70	70	70	70	70	70	70	70	70	70	70
71	71	71	71	71	71	71	71	71	71	71	71
72	72	72	72	72	72	72	72	72	72	72	72
73	73	73	73	73	73	73	73	73	73	73	73
74	74	74	74	74	74	74	74	74	74	74	74
75	75	75	75	75	75	75	75	75	75	75	75
76	76	76	76	76	76	76	76	76	76	76	76
77	77	77	77	77	77	77	77	77	77	77	77
78	78	78	78	78	78	78	78	78	78	78	78
79	79	79	79	79	79	79	79	79	79	79	79
80	80	80	80	80	80	80	80	80	80	80	80
81	81	81	81	81	81	81	81	81	81	81	81
82	82	82	82	82	82	82	82	82	82	82	82
83	83	83	83	83	83	83	83	83	83	83	83
84	84	84	84	84	84	84	84	84	84	84	84
85	85	85	85	85	85	85	85	85	85	85	85
86	86	86	86	86	86	86	86	86	86	86	86
87	87	87	87	87	87	87	87	87	87	87	87
88	88	88	88	88	88	88	88	88	88	88	88
89	89	89	89	89	89	89	89	89	89	89	89
90	90	90	90	90	90	90	90	90	90	90	90
91	91	91	91	91	91	91	91	91	91	91	91
92	92	92	92	92	92	92	92	92	92	92	92
93	93	93	93	93	93	93	93	93	93	93	93
94	94	94	94	94	94	94	94	94	94	94	94
95	95	95	95	95	95	95	95	95	95	95	95
96	96	96	96	96	96	96	96	96	96	96	96
97	97	97	97	97	97	97	97	97	97	97	97
98	98	98	98	98	98	98	98	98	98	98	98
99	99	99	99	99	99	99	99	99	99	99	99
100	100	100	100	100	100	100	100	100	100	100	100

4.1 Создание кластеров | 4.2 Обзор кластеров

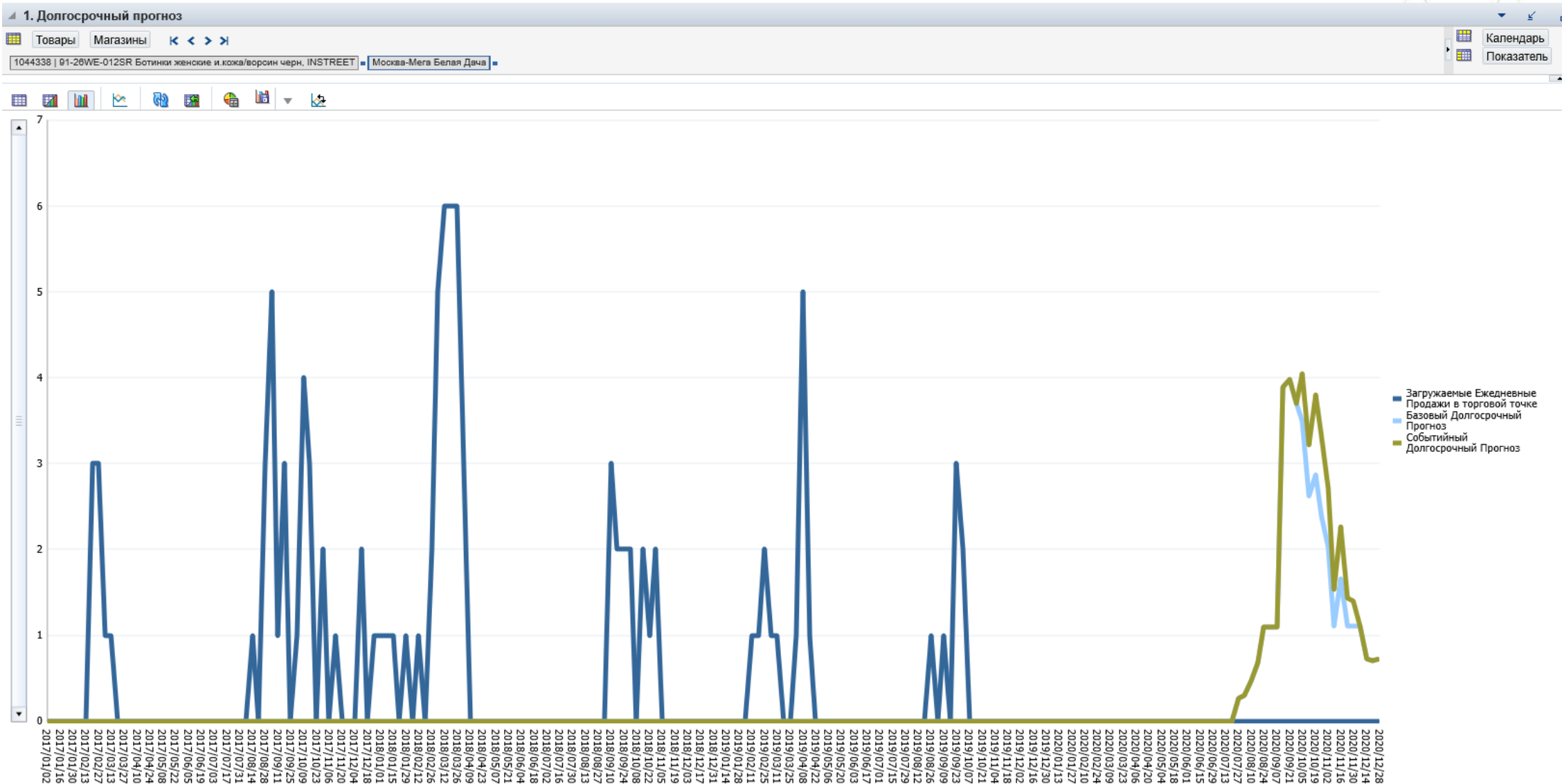
4. Кластеризация

Copyright © 2008, 2018. Корпорация Oracle и аффилированные с ней лица. Все права защищены.

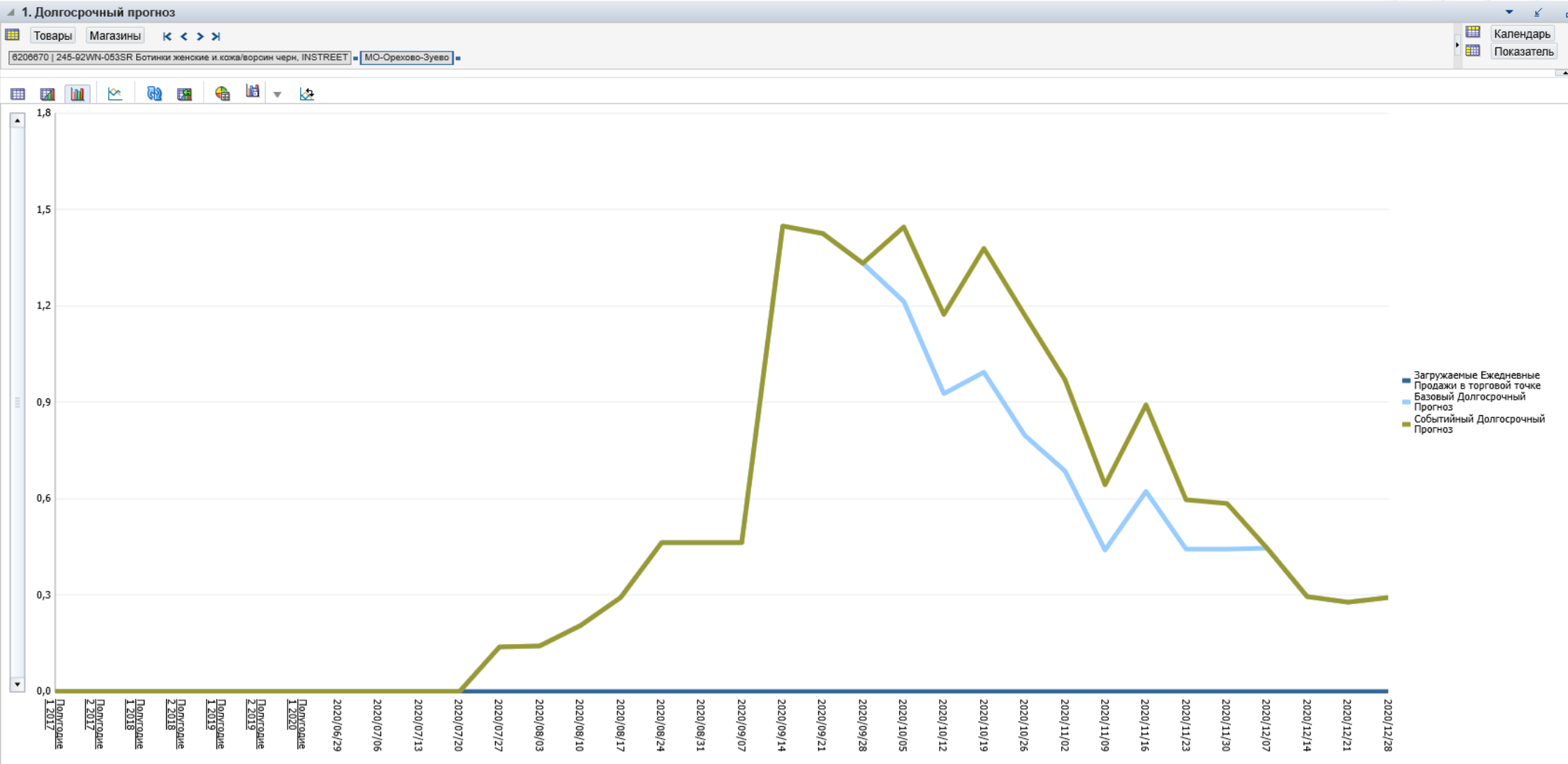
SALES PLANNING (COMPANY LEVEL)



Long run forecast: Style-color/Store (repeated product)



Long run forecast: Style-color/Store (new product)





ZENDEN

— group —

THOMAS **MÜNZ**

MASCÓTTE

THANK YOU !

