

HOW A LEADING APPAREL MANUFACTURER EXPANDED A \$49 MILLION BUSINESS WITH ANALYTIC REPORTING

THE BUSINESS CHALLENGE

Retail success demands that manufacturers be at the forefront of what's new, cool, and exciting to shoppers. If a retail buyer decides a particular product or brand is unlikely to fly off the shelves, the decision can cost an unsuspecting manufacturer significant business. Sometimes, it can cost the *entire* business.

Our client, an apparel manufacturer, faced an upcoming line review at a key account, a large retailer with unrivaled purchasing power and marketplace clout. The buyer for the retailer was restless. Recently, she had become enamored with two new brands she believed could do wonders for sales. In fact, she thought

the new brands could drive faster growth—and more topline revenue—than our client's top styles. To make room on the floor for the two new brands, something had to go, and the buyer decided it would be our client's brand. A back-of-the-envelope calculation suggested the decision would cost our client \$49 million annually, a significant portion of its wholesale business.

“To make room on the floor for the two new brands, something had to go, and the buyer decided it would be our client's brand.”

\$49 MILLION

AT RISK IF CLIENT'S TOP 2 STYLES DELISTED

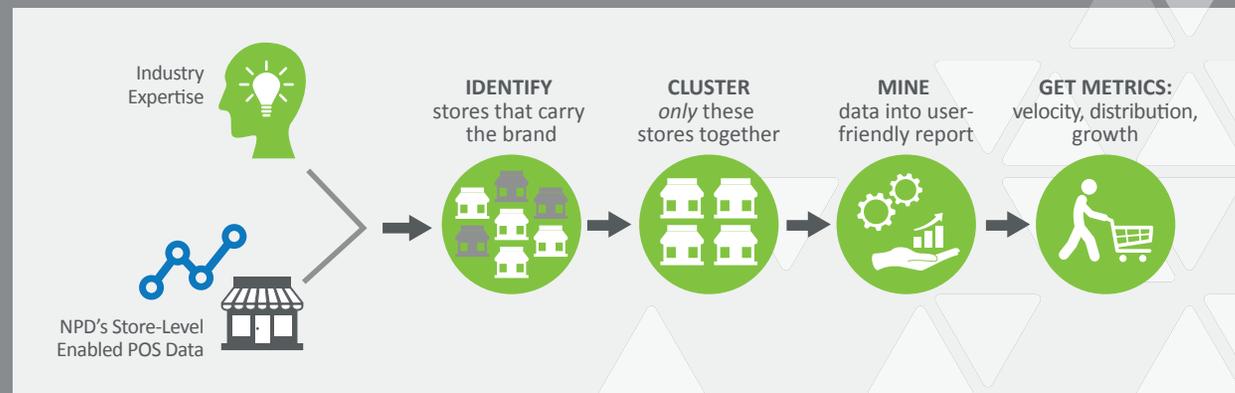


HOW WE HELPED

Our client turned to us for advice. And we turned to our **analytic reporting** solution for answers. This solution used our Store-Level Enabled POS data to reveal the buyer was right: our client's top styles weren't number one, two, or even three—when we looked at the total market.

But the styles weren't available in many stores. By changing focus and restricting our analysis to the stores where these styles were available, we uncovered the truth: our client's styles did indeed fly off the shelves of *stores where they were sold*. Bottom line—it would be foolish for the retailer to replace them.

HOW IT WORKS



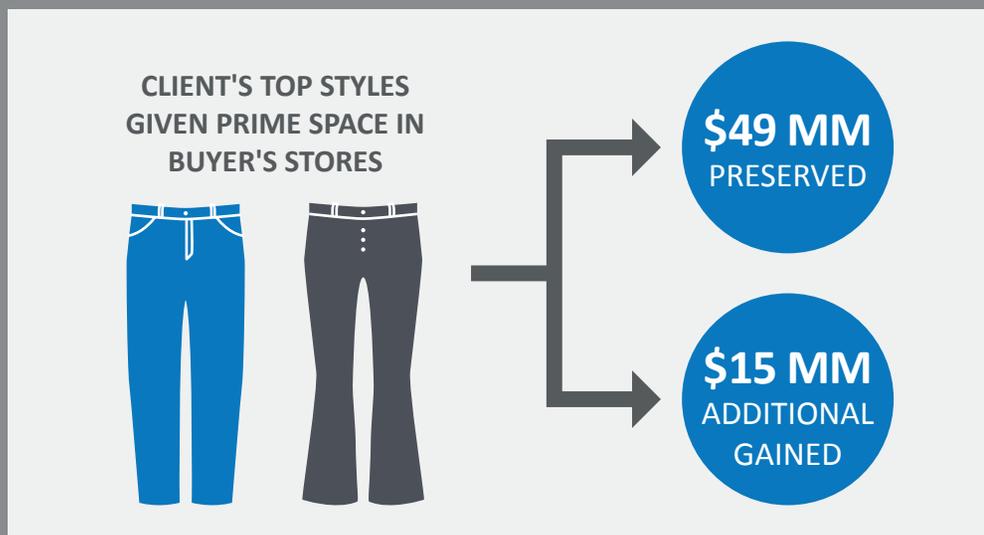
This is an illustrative case study, inspired by our actual work with clients, but fictionalized to protect client confidentiality.

HOW A LEADING APPAREL MANUFACTURER EXPANDED A \$49 MILLION BUSINESS WITH ANALYTIC REPORTING

OUTCOME

Our client built its entire line review presentation around these insights, telling the true story of its top styles and wowing the buyer in the process. The result? Our client's top two styles were given prime space in even more of the buyer's stores, not only preserving the \$49 million, but also contributing an additional \$15 million for the client's brand.

By restricting our analysis to stores where these styles were available, we uncovered the truth: our client's styles did indeed fly off the shelves of stores *where they were sold*.



NPD'S ANALYTIC SOLUTIONS GROUP

NPD's Analytic Solutions Group includes a team of senior leaders with extensive experience developing and delivering analytic solutions that address strategic marketing, sales, and planning issues. By investing in its information infrastructure and establishing new retailer partnerships, NPD now collects and delivers more granular information. And by combining its unique data assets and industry expertise with state-of-the-discipline research techniques and proprietary solutions, NPD is equipped to answer clients' most pressing business questions.

LEARN MORE

Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.