

CLIENT SHOWCASE: CRATE & BARREL

Crate&Barrel

Balancing store-level SKUs with company profits



Business Challenge

Crate & Barrel was looking for a new way to manage the in-store inventory throughout their retail stores.

Services delivered:

- IPMax SR – Store Replenishment
- IPMax SA – Seasonal/Fashion Allocation
- IPMaxMD - Markdown

Business Benefits

After a successful in-market pilot, Crate and Barrel rolled out 4R's Profit Optimized Inventory for Replenishment items as well as Fashion/Seasonal Allocations and Markdowns.

"4R has been absolutely terrific for Crate and Barrel and has been responsible for significant improvement in our bottom line."
—Gordon Segal, Chairperson & Founder of Crate and Barrel

- Improved store-level accuracy
- Significant improvement to the bottom line

Company Background

Company: Multi-Channel Home Furnishings Retailer

Headquarters: Chicago, IL, USA

Description: Multi-channel home furnishings retailer Crate and Barrel was founded in Chicago in 1962 by retailing pioneers Gordon and Carole Segal. Working directly with European ateliers and factories to import their products, Crate and Barrel was among the first to make contemporary tabletop and kitchenware designs affordable to American consumers. Today, Crate and Barrel is an industry leader, known for exclusive housewares and furniture designs, excellent value and superb customer service.

Currently under the leadership of CEO Sascha Bopp, the Crate and Barrel family of brands includes its more modern off-shoot, CB2, and children's home furnishings retailer, The Land of Nod. Crate and Barrel is a privately held company owned by the Otto Group of Hamburg, Germany.

ABOUT 4R

4R Systems is a leading provider of advanced inventory and supply chain services, which help retailers gain significantly increased profits by optimizing their inventory and related supply chain decisions.

Founded by supply chain experts from The Wharton School and Harvard Business School, 4R provides capabilities that profit optimize the matching of supply and demand.

From initial launch through replenishment to end-of-life for products—ranging from short lived fashion items to long term staples—4R provides retailers with services that fit their business. Clients using 4R have seen increases in profitability of 1-2 % of sales as a result of higher sales levels on lowered inventory.

