

The MAP project implemented by FH was assertive and delivered within the deadline, we were very happy with the work performed.

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FH overcame the MAP project challenges with expertise and intelligence, key factors for the successful implementation.

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## ASSORTMENT AND CATEGORY MANAGEMENT IN A RETAIL PLATFORM

When Boticário Group decided to boost its store management performance, it chose to implement a solution with FH.



grupo boticário

#SuccessCase








## ASSORTMENT AND CATEGORY MANAGEMENT IN A RETAIL PLATFORM

**With more than 3900 points of sale in Brazil and abroad, Boticário Group is the world's largest perfumery and cosmetics franchising network. For 11 years, it has partnered with FH for SAP consulting projects.**

Boticário Group offers comprehensive beauty solutions and delights consumers for 37 years. One of the business units at Boticário Group is the company O Boticário, the world's largest perfumery and cosmetics franchising network. The MAP - Merchandising & Assortment Planning – project brought a new management perspective for merchandise ranking and

assortment at the point of sale to over 3,000 stores. Partner since the implementation of the R/3 system and with several success stories in projects, FH, with its highly-qualified team for Retail projects and expertise in MAP, was selected as a success factor.

### OVERVIEW

 Industry	Manufacturing / Retail
 Income	+ R\$12,3 billion
 Employees	+ 10.000 collaborators
 Location	São José dos Pinhais - PR
 Site	grupoboticario.com.br

### CHALLENGES

- # Implement a solution for managing categories at Boticário stores that would suggest the best way for displaying products;
- # Automate the generation of an optimal store layout for more than 3000 stores, in graphical interfaces generated by SAP and VDMAX;
- # Suggest optimal product ranking for assortment at stores and kiosks, based on margin and sales indicators;
- # Generate automated store clusters;
- # Generate cycle (time) analysis for the performance of categories and store clusters;
- # Handle millions of transactions in MAP stores.

### SUCCESS CASE

The project developed by the FH Consulting Services and O Boticário, was the first project in Brazil to go into production with MAP (Merchandise & Assortment Planning), exceeding customer expectations by delivering a 5-month project with SAP methodology. The project was the First implementation of store clustering with SAP ACS tool and enabled the assessment of pilot stores with roll-out for all chain stores.

### OPERATIONAL BENEFITS

- # Generation of integrated webservices;
- # Significant increase in quality for store layout and assortment, now based on criteria such as region, sales indicators, margin, product ranking, among others;
- # 1% to 3% increased sales at pilot stores;
- # Improved productivity and assertiveness for assortment generation, based on retail indicators;
- # Time reduction by automating layout generation in a graphical tool (VDMAX);
- # Increased productivity in data extraction and building new cubes with retail information from several sources, now centralized in MAP.