

Case Study

Gruppe GR Leverages the Collaborate Plan for Business Growth

SUMMARY

Gruppe GR, a pioneering leader in the microelectronics industry, opted for the simplest version (Collaborate Plan) of the eRetail Audit Marketplace platform. Despite choosing the basic plan, they achieved remarkable results in their everyday analysis, transforming their approach to product assortment, performance analysis, and strategic planning in their collaborating marketplace, Skrutz.

CHALLENGE

The company aimed to maximize growth opportunities on Skrutz, Greece's largest marketplace platform, using the basic Collaborate Plan. They needed to extract significant value from the limited features available in this entry-level package to enhance their strategic decisions and overall performance.

SOLUTION

Gruppe effectively utilized the Collaborate Plan's capabilities to address their business needs and achieve remarkable outcomes:

Understanding Product Performance

Gruppe utilized eRetail Audit Marketplace, to assess the performance of their assortment in Skrutz, the no1 marketplace in Greece. By examining detailed data on each product, they identified which items were most popular and which were underperforming. This deep dive into product performance allowed them to:

- **Optimize Inventory:** By knowing which products were more famous, Gruppe GR could focus on stocking and promoting high-demand items, while reevaluating the placement and promotion strategies for less popular products.
- **Strategic Product Development:** Insights from the platform guided their product development team in creating or modifying products to better meet market demands.

Tracking Category Evolution

Comparing their performance by category year-over-year provided Gruppe with a clear view of how each category was evolving. This comparison enabled them to:

- **Identify Growth Opportunities:** Recognize categories with significant growth potential for them and allocate resources accordingly.

Estimating Availability Needs

By examining the number of units sold per product this year versus last year, Gruppe could accurately estimate product availability and determine if there was a need to boost inventory. The visual representation of unit sales through our graphic line diagrams was particularly beneficial. This allowed them to:

- **Prevent Stockouts:** Ensure popular products remain in stock to meet consumer demand.
- **Optimize Supply Chain:** Adjust supply chain operations to better align with actual sales trends, reducing excess inventory and improving turnover rates.

Analyzing Price Fluctuations

Observing the fluctuation of the average unit price provided insights into the reasons behind changes in demand. Gruppe could discern whether increased demand was driven by discounts or other factors. This analysis empowered them to:

- **Price Strategically:** Implement pricing strategies that balance demand stimulation with profitability.
- **Understand Consumer Behavior:** Gain an understanding of how price changes influenced consumer purchasing decisions, allowing for more targeted promotional efforts.

RESULTS

Gruppe's strategic use of the Collaborate Plan led to outstanding results:

- **Increased Sales:** Experienced consistent sales growth, consistently following the market trend and occasionally surpassing it.
- **Better Inventory Management:** Enhanced inventory optimization minimized stockouts and reduced excess inventory.
- **Improved Customer Satisfaction:** Meeting consumer demand more effectively boosted customer satisfaction and loyalty

I would like to note that utilizing eRetail Audit Marketplace assists our business in decision-making while providing an excellent market overview. The tool is simple and easy to use on a daily basis. It has helped us collaborate with our retailer partners seamlessly and gain rich insights into shopping and basket data in real-time.

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