

# CASE STUDY

## GUESS in The Philippines





# GUESS in the Philippines

GUESS is an American upscale clothing brand and retailer. Brothers Paul and Maurice Marciano opened the first Guess store in Beverly Hills, Los Angeles in 1981.

The company was one of the first companies to create designer jeans. While the first jeans were for women, in 1983 a men's line debuted. In 1984, GUESS introduced its new line of watches known as "GUESS", "GUESS Steel", and the "GUESS Collection". The watch line has been joined by a number of other accessory sidelines such as jewelry and perfumes. In 1984, they also introduced a line of baby's clothes, called "Baby GUESS". The line is now incorporated with clothing for toddlers and kids called "GUESS Kids".

The GUESS brand was brought to the Philippines by two entrepreneurs - Mr. Michel Stamati, a resident French national, and Mr. Victor Siasat, being of Filipino-Chinese origin. In June 1992, they formed two corporations, the Diversion Industries, Inc. (DII) and California Clothing, Inc. (CCI). Mr. Stamati and Mr. Siasat were elected Chairman of the Board of DII and CCI, respectively. Ms. Linda Estrella was appointed President of CCI in 1994.

The first GUESS store in the Philippines was opened at The Landmark in November 1992. By the end of 1994, GUESS was listed at number 694 in the 'Top 1000 Philippine Corporations' and in 1999, at number 537. There were 43 GUESS stores across the Philippines by the end of 1995. The expansion also branched into Baby GUESS and GUESS Kids with tremendous success. At the turn of the new millennium, the 106th GUESS store was opened.

GUESS in the Philippines is managed by a group of young and dynamic individuals forming an eclectic team whose creativity is one of the greatest assets of the company. CCI continues to expand its product lines and distribution network. The company will further increase the productivity and competencies of its resources, to meet the challenges of the growing retail market.

Customer Facts	Key Store Statistics
Number of stores: 110 stores	Store size (average): 450 sqm
Business segments: Apparel and Accessories	SKU's (average): 161,241 units
Retail formats: Boutiques, Outlets and Shop-in-Shops	No. of sales tickets (average): 11,842 tickets per month
Locations: The Philippines	



# ETP V5 Solution

*ETP V5 Omni-channel Retail Solutions implemented at GUESS in the Philippines*



## Business Needs:

- Challenges in previous system - POS system
  1. Data sync between stores and head office was a major challenge
  2. Real-time inventory/stock information was not available
  3. Gift cards tracking was manual
  4. Manual tracking of promotions
  5. Use of MS-Excel for planning (Planner)



## Project Objective:

To introduce a fully integrated ERP and retail system (M3 and ETP) that will ensure smooth execution of the business operations and processes, optimizing them to further achieve the enterprise goals and objectives

- Full integration
- Live information
- Easy access to information and reports
- Analytical tools
- Improved customer service
- Improved sales performance

Background of Project Name: GSTEM

G: Guess

S: Systems

T: Towards

E: Excellent

M: Management

Near  
**real-time**  
**data sync:**  
**inventory**  
**tally**  
between  
HO and stores

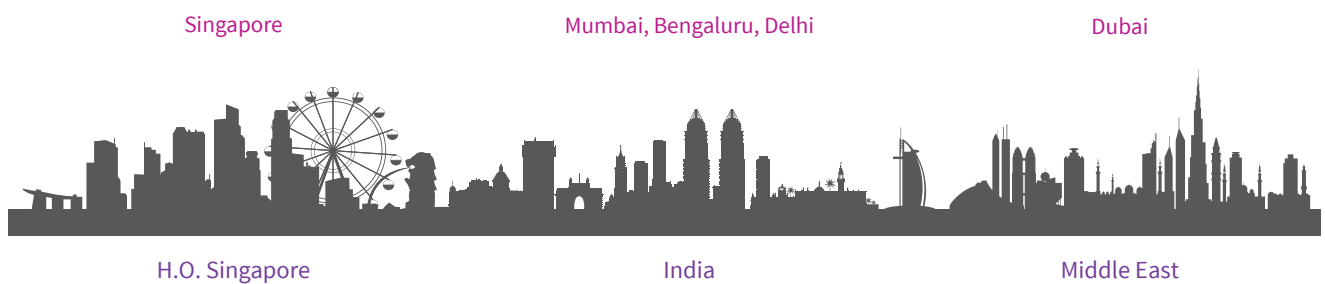


## Business Benefits:

- Near real-time data sync: Inventory tally between HO and stores
- Automatic gifts card tracking
- Other stores stock visibility
- Automatic promotions engine with intuitive promotions performance tracking
- Easy customer registration at the store (regular or loyalty customers)
- Fully integrated system ERP and retail solutions (M3 and ETP)



Every year, 50,000 retail associates use ETP to serve 180,000,000 consumers, selling USD 15,000,000,000 of merchandise. More than 300 brands in over 22 countries, across 10 time-zones, in 200+ cities, at 25,000+ stores, in 5 languages run on ETP.



We are also present in the following countries: Australia, Bahrain, China, Egypt, Hong Kong & Macau, Indonesia, Iraq, Jordan, Kuwait, Malaysia, Oman, Qatar, Saudi Arabia, Thailand, The Philippines, Tunisia, Uzbekistan, Vietnam and Yemen.

Founded in 1988, ETP is an Omni-channel Retail Solutions company headquartered in Singapore, serving market leaders in more than 22 countries across Asia Pacific, India and the Middle East. ETP's omni-channel solutions include omni-channel POS, Mobility, CRM, Marketing and Promotion Campaigns, Order Management & Supply Chain Management, and Merchandise & Assortment Planning. ETP has successfully executed over 500 enterprise software projects across 25,000+ stores for 300+ brands. ETP's unique value proposition is its ability to create and deliver innovative products and implement them successfully with domain expertise delivered by hundreds of consultants embodying ETP's best practices. ETP helps its customers get it right in omni-channel retail.

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