

CASE STUDY

Lee Cooper Indonesia





Lee Cooper Indonesia

Lee Cooper brand is an English clothing company, operating worldwide, that licenses the sale of many Lee Cooper-branded items, including denim jeans. The head office is located in London, England. The company originally produced workwear for export, and began to specialize in denim jackets and trousers in the 1930s.

The brand that eventually became Lee Cooper was established in 1908 by Morris Cooper and a friend, Louis Maister, after they arrived in London from their hometown in Lithuania, having previously spent some time in South Africa. Morris Cooper created a production company work clothes, The Morris Cooper Factory, which later became Lee Cooper. Since the beginning of its presence, Lee Cooper has now become a European brand that is known as the first and oldest, authentic denim. It has been a forerunner in the fashion style of the British and Europe for decades. Known as “the Great British” and also “European Original”, Lee Cooper is a leading name aligned with denim products from America.

Throughout its 100 year history, Lee Cooper became a revolutionary denim lifestyle brand in Europe, and became the go-to fashion label for iconic rock ‘n’ roll bands such as The Rolling Stones and internationally acclaimed talent Serge Gainsbourg. The brand has always fueled trends, developed innovations and mobilized the youth culture.

Today, the Lee Cooper products and collections are created with denim at the heart, and fashion at the forefront. Lee Cooper’s creativity is driven by its East London origins, sanctioning global accessibility into authentic London style. Much loved and used throughout the world, Lee Cooper has a presence across the globe in major economies today.

Brand Positioning:

- Men and Women, 18-35 years of age
- The Lee Cooper customer is approachable, relaxed and has a laid back attitude towards life. They like well-cut, hardwearing clothing from a reliable brand which can transcend seasons. Individuality is integral to their personal style.
- 40 licensee partners internationally
- Operates as a 100% licensing business, present throughout Europe, the Middle East, the Indian subcontinent, Asia Pacific and Central America.
- Sold in over 100 countries worldwide with over 500 Lee Cooper branded stores
- Lifestyle categories include apparel, fragrance, footwear, head wear, eyewear, luggage and underwear.

Customer Facts	Key Store Statistics
Number of stores: 105 stores	Store size (average): 20-80 sqm
Business segments: Apparel and Accessories	SKU's (average): 19,000+ units
Retail formats: Standalone & Shop-in-Shop	No. of sales tickets (average): 12,000 per month
Locations: Indonesia	



ETP V5 Solution

*ETP V5 Omni-channel Retail Solutions implemented at Lee Cooper Indonesia
include ETP Store Front, ETP Store Operations and ETP Accelerator*



Business Needs:

- Complete enterprise system that integrates all the stores with the warehouse
- Enable prompt and accurate view of store revenue, profitability, stocks, and finance reports at the earliest after a period close
- Access to real-time information and reports



Project Objective:

- To have a quick and consolidated view of the business performance



Business Benefits:

- ETP Store solution integrated with the ERP system, warehouse processes, supply chain and finance departments
- Consolidated view of sales and inventory positions across all stores and retail formats
- Centralized control of product master
- Integration with the promotion engine for defining and executing promotions real-time, based on the location, time, customer and merchandise

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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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