

# CASE STUDY

Redtag

**REDTAG**





# Redtag

A refreshing concept launched in 2006, Redtag currently has 150+ fashion and lifestyle stores across the Middle East and Asia and has been growing at a rate of 20 percent annually. As a chain of value fashion and home stores, Redtag offers a pleasant shopping experience with great variety at unbeatable prices.

With its vision to be the preferred value retail brand for fashion and homeware, Redtag has made its mark in a competitive world and is a big hit with families that look forward to the latest in fashion and home trends. The product prices, stringent quality and availability of a wide range of sizes, shapes and colours make Redtag the first choice for value-conscious customers.

The Redtag group is a part of BMA international, which being one of the oldest and foremost retail houses in the GCC, has achieved important milestones in retail, fashion and

lifestyle over the last three decades. BMA is also the holding company for Retail Arabia that operates hypermarkets, supermarkets, convenience stores and malls.

BMA International is one of the largest and most respected retail groups in the Middle East. The group evolved through deep understanding of local enterprise and the determination to deliver retail products and solutions with quality and value-for-money retail concepts. BMA brought to the region fashion and lifestyle choices with a chain of fashion retail outlets, discount stores, supermarkets, hypermarkets and malls. Today, BMA is a dominant retailer in the region.

Redtag has ambitious plans to open a lot of new stores in the MENA region across malls as well as high streets, with intentions to be a leader in the value fashion and lifestyle market.



Customer Facts	Key Store Statistics
Number of stores: 180+ stores	Store size (average): 1,500 sqm
Business segments: Apparel and Lifestyle	SKU's (average): 425,000 units
Retail formats: Value Retailing	No. of sales tickets (average): 1,300,000 per month
Locations: UAE, Kuwait, Saudi Arabia, Bahrain, Qatar, Jordan, Yemen, Oman & Iraq	

# ETP V5 Solution



*ETP V5 Omni-channel Retail Solutions at Redtag include ETP Store, ETP EAS, ETP Replication Server, ETP Accelerator, ETP Merchandise Planner, ETP Updates, ETP Download Manager, ETP Analytics and ETP Integrator*



## Business Needs:

- Streamline business processes to enable a single-view of the supply chain
- Integrate supply and demand functions to accelerate growth and activate latent business potential
- Multi-hierarchical analysis for different segments of the enterprise data
- Develop customized technological sophistication in merchandise and distribution planning
- Control excesses and manage inventory across all locations
- Personalize promotions through proactive software control and flexibility
- Improve loyalty program management through integrated CRM and introduce loyalty schemes in the near future
- Improve customer satisfaction as a result of all of the above



## Project Objective:

- Complete control and visibility of inventory to optimize the buying process
- Timely, desktop based reporting for the senior management to take business decisions
- Implement supply chain and demand management solutions in an integrated manner to provide seamless customer service across the different regions and cultural dynamics in the Middle East



## Business Benefits:

- Complete inventory control across all stores and delivery channels
- Improved service levels and fill rate from CDC's to RDC's to stores
- Easy and quick deployment of promotions and markdown schemes
- Improved "loss prevention measures" at sales counters with tighter access controls and audit trails
- Additional features in merchandise planning system to satisfy local requirements and market conditions e.g. 24 hour open stores, stores open beyond calendar date, and more
- Business processes extended to the master franchise network across multiple geographies to better control the operations and pricing

Improved **“loss prevention measures”** at sales counters with **tighter access controls** and audit trails



Every year, 70,000 retail associates use ETP to serve 200,000,000 consumers, selling USD 18,000,000,000 of merchandise. More than 300 brands in over 22 countries, across 10 time-zones, in 200+ cities, at 35,000+ stores, run on ETP.



We are present in: Bandung, Bangkok, Bengaluru, Delhi, Dubai, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Singapore

Founded in 1988, ETP is Asia's leading 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 enterprise class, omni-channel solutions include omni-channel POS, Mobility, CRM, Marketing and Promotion Campaigns, Supply Chain Management, Omni-channel Analytics and Omni-channel Connect. ETP has successfully executed over 500 enterprise software projects across 35,000+ 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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