

# CASE STUDY

## Depo Bangunan





# Depo Bangunan

Depo Bangunan is a building materials and home supplies supermarket retailer in Indonesia that provides a wide range of tools and utilities for building and renovating houses.

Depo Bangunan is a pioneer of the concept of 'one stop shopping' - a complete, convenient and cost-effective shopping experience, where people can shop for all their needs of building materials and household goods with guaranteed quality under one roof.

Depo Bangunan provides over 80,000 products, ranging from ceramics, paint, doors, sanitaryware, locks, lights, flooring, electrical and plumbing tools and many more, both local and imported with a choice of quality ranging from "good" to

"better" to "best", to meet the needs of people from different walks of life and professions such as builders, contractors, architects, designers, real estate developers, do it yourself and housewives.

Depo Bangunan has won the iDEA Rumah Reader's Choice Award 2014 in the category of "Best Modern Retail Outlet for Materials and Furniture". The company also won the 2014 Corporate Image Award in the "Building Material Chain Store Category".

To ensure that they deliver the best customer service, Depo Bangunan is equipped with compatible technologies and strict quality control.

## Customer Facts

Number of stores: **8 stores**

Business segments: **Home Improvement**

Retail formats: **Department Store**

Locations: **In the following Indonesian cities:**

- Kalimalang • Alam Sutera, Tangerang
- Sidoarjo, Surabaya • Malang • Bandung
- Denpasar, Bali • Bogor • Rungkut, Surabaya

## Key Store Statistics

Store size (average): **3,500 sqm**

SKU's (average): **60,000 units**

No. of sales tickets (average): **24,000 per store/month**



## ETP V5 Solution



### Business Needs:

- A comprehensive system to manage growing volumes and regional price differences
- Ease in data collection and processing
- Solution for the two-step manual promotions creation
- A faster POS system to serve large volumes
- Intuitive enterprise CRM programming and analytics



### Project Objective:

- Complete enterprise system integration
- Access to real-time information and reports
- Analytical tools to improve customer service and sales
- Uniform SOP in Western and Eastern regions



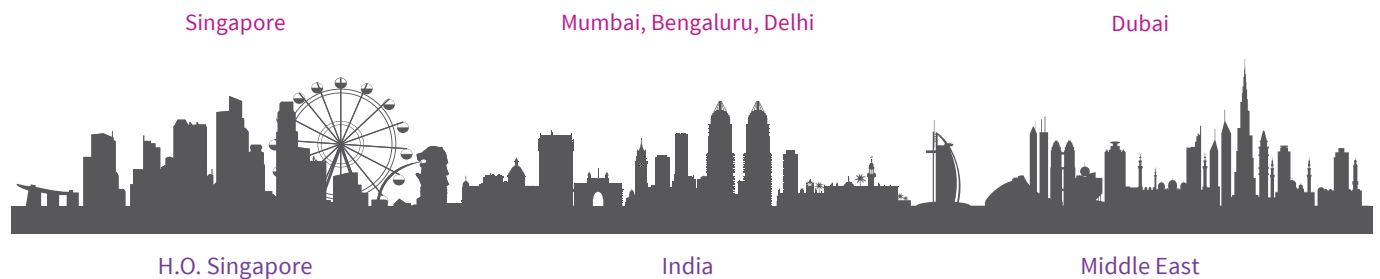
### Business Benefits:

- ETP Store solution integrated with the ERP system, warehouse processes, supply chain and finance departments
- End-to-end visibility and quick access to stock and sales information
- Proven ability to manage high volume of traffic at the stores
- Flexible centralized solution design that facilitates home delivery from the store or warehouse
- Inventory data access and action – online/offline on real-time basis
- Integration with the promotion engine for defining and executing promotions real-time based on the location, time, customer and merchandise
- Users can create reports as per their requirement and group-level permissions and not be dependent on a standard set of reports

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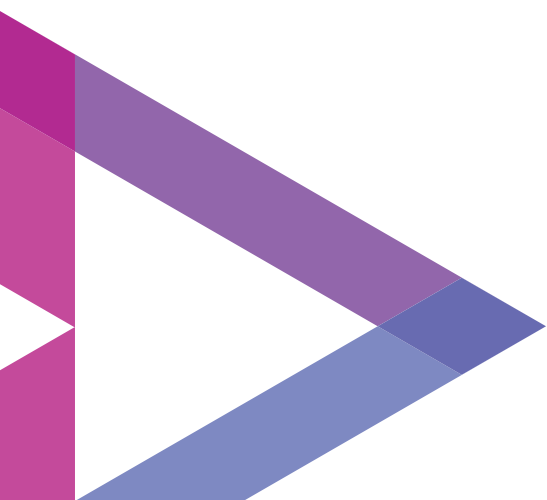
Every year, 50,000 retail associates use ETP to serve 150,000,000 consumers, selling USD 5,000,000,000 of merchandise. More than 300 brands in over 20 countries, across 10 time-zones, in 200 cities, at 25,000+ stores, in 5 languages run on ETP.



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 the leading Omni-channel Retail Solutions company headquartered in Singapore and present in more than 20 countries across Asia Pacific, India and the Middle East. ETP's omni-channel solutions are adopted by market leaders in Retail, Distribution and Manufacturing. ETP has executed over 500 enterprise software projects in over 20 countries at 25,000+ stores and 100+ warehouses and factories. ETP's unique value proposition is its ability to deliver, create innovative products and the domain expertise delivered by hundreds of its consultants embodying ETP's best practices.

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