

# 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
<p><b>Number of stores: 99 Standalone stores and 10 Shop-in-Shop</b></p> <p><b>Business segments: Retail &amp; Wholesale</b></p> <p><b>Retail formats: Standalone &amp; Shop-in-Shop</b></p> <p><b>Locations: Pekanbaru, Cilegon, Kalimantan, Lampung, Makassar, Sulawesi, Yogyakarta</b></p>	<p><b>Store size (average): The smallest Shop-in-shop is about 20 sqm &amp; the biggest store which is a Standalone store (Boutique) is 80sqm</b></p> <p><b>SKU's (average): Ranging from a minimum of 151 units to a maximum of 1,839 units. Styles in a store can range from 100 to 500 units</b></p> <p><b>No. of sales tickets (average): 2,250 per month</b></p>



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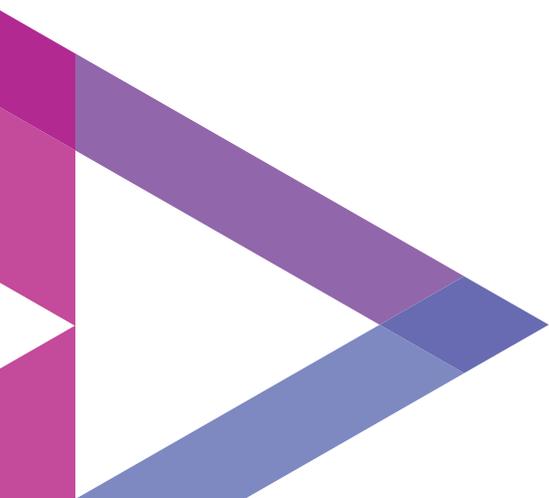
Every year, 50,000 retail associates use ETP to serve 150,000,000 consumers, selling USD 5,000,000,000 of merchandise. More than 300 brands in over 20 countries, across 10 time-zones, in 200 cities, at 25,000+ stores, in 5 languages run on ETP.



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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