

# 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

Number of stores: **150+ stores**

Business segments: **Apparels and Lifestyle**

Retail formats: **Value Retailing**

Locations: **UAE, Kuwait, Saudi Arabia, Bahrain, Qatar, Jordan, Yemen, Oman, Iraq, Egypt**

## Key Store Statistics

Store size (average): **9,000 – 36,000 sqm**

SKU's (average): **45,000 units**

No. of sales tickets (average): **435,000 per month**



# ETP V5 Solution

ETP V5 Omni-channel Retail Solutions at MAP include ETP Store, ETP Accelerator, ETP Reporter, ETP EAS, ETP Replication Server, 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

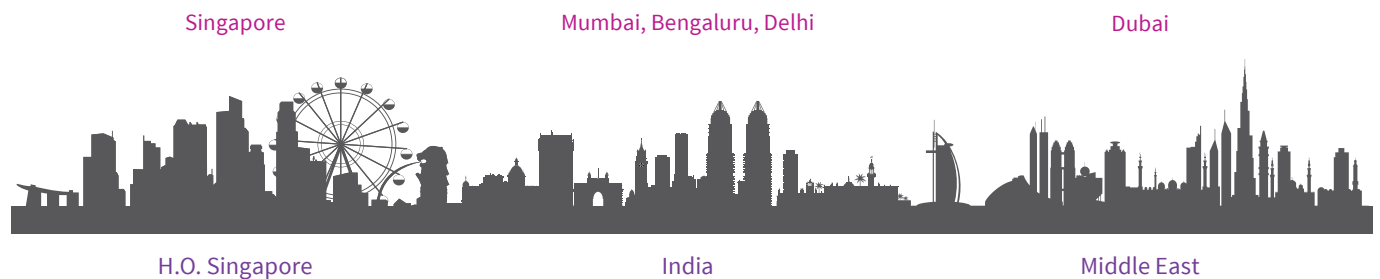


## Business Benefits:

- 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



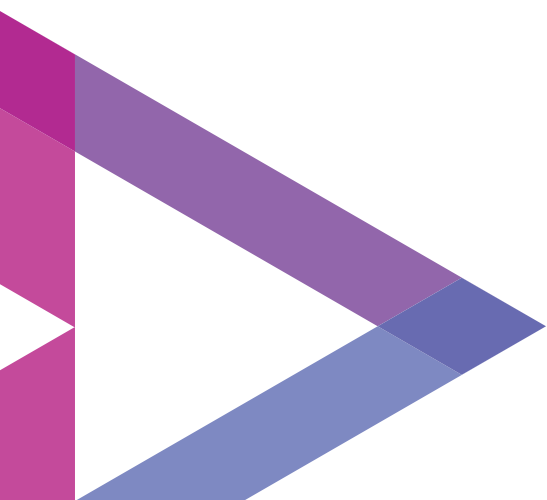
Every year, 50,000 retail associates use ETP to serve 150,000,000 consumers, selling USD 5,000,000,000 of merchandise. More than 300 brands in over 20 countries, across 10 time-zones, in 200 cities, at 25,000+ stores, in 5 languages run on ETP.



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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