

# CASE STUDY

## Salt n Pepper

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Salt n Pepper has fast become one of the leading local brands operating in the Indonesian fashion sector. Known locally as “SnP”, Salt n Pepper takes its name from the concept of a tasty life, whilst capturing the essence of an active, adventurous and dynamic lifestyle for men. Part of the locally listed Pan Brothers group,

Salt n Pepper offers a wide and diverse range of products, encompassing apparel, footwear and accessories. Products offered include shirts, jackets, blazers, kaftans, cardigans, sweaters, T-shirts, polo shirts, trousers and shorts. The range is completed by shoes, slippers, bags and accessories.



## Customer Facts

Number of stores: 45 stores

Business segments: Apparel, Fashion Accessories, Footwear and Bags for Men

Retail formats: Exclusive brand outlets (EBO) and Shop-in-Shops (SIS)

Locations: Indonesia

## Key Store Statistics

Store size (average): 50-60 sqm

SKU's (average): 500 units

No. of sales tickets (average): 300 per store per month

# ETP V5 Solution



*ETP V5 Omni-channel Retail Solutions at Salt n Pepper include ETP Store, ETP Store Operations, ETP Accelerator, ETP Enterprise Application Server (EAS) and ETP Supply Chain*



## Business Needs:

- Automation of Head Office Office processes including procurement, distribution and Promotions
- Automation of Retail processes at Store level, including both Showrooms and Counters (shop-in-shop)
- Integration of Head Office and Retail processes



## Business Benefits:

- Business Process Integration
  1. All processes from procurement through to retail are handled by one solution
  2. Tight integration between supply and demand chains
  3. Strong audit trail, which provides improved inventory control and visibility, control and reconciliation of payments
- Stronger MIS
  1. Easier, quicker data profiling (reduce day to day errors in end processes)
  2. Consistent standard reporting
- Strong Retail Processes
  1. Audit and security controls at store and Head Office level
  2. Promotions are set up at Head Office and pushed to stores where they are auto applied based on preset criteria, without any interference from the cashier
- Operational Efficiency
  1. Faster transaction processing at the POS
  2. Enhanced end user experience
  3. Increased customer satisfaction

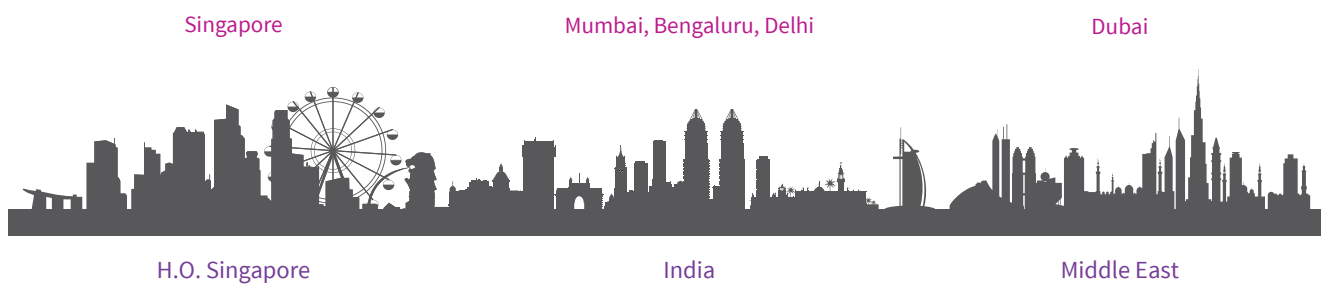


## Project Objective:

- Tighter control of inventory
- Improved customer experience
- Improved visibility for decision makers

Promotions  
are **set up at**  
**Head Office**  
and **pushed**  
**to the stores**  
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**applied**

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 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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